

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CII, No. 10

NEW YORK, MARCH 7, 1918

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N. W. AYER & SON *in* **CLEVELAND**

OHIO is keeping us busy. And we like it. In that state alone are a score of Ayer clients. As many more of our valued connections are near by.

That we may extend every convenience to advertisers in this territory, we announce the establishment of a branch in Cleveland.

MR. FRANK G. JAMES is manager of the Cleveland branch with offices in the Citizens' Bank Building.

N. W. AYER & SON
Advertising Headquarters

PHILADELPHIA

New York

Boston

Cleveland

Chicago

Federal Negatives and Positives in War-time Advertising

This is not the time

- for mere words.
- for freak advertising.
- for art just for art's sake.
- for peculiar hobbies.
- for using a style until it has lost attraction.

This is the time

- for advertising that is the essence of common sense.
- for an Interrupting Idea that will attract unusual attention.
- for illustrations that convey a message.
- for truthful description that creates desire.
- for adequately supporting every advertising campaign with the right merchandising methods.

If you believe that Federal Principles rightly applied would increase the value of your advertising investment

"Put it up to men who know your market."

FEDERAL

ADVERTISING AGENCY, INC.

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Chicago, Ill.



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or obligation

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. CII

NEW YORK, MARCH 7, 1918

No. 10

Effect of Government Control on Railway Purchases and Advertising

Vast Amounts of New Equipment Needed—The Standardization Question—How Advertising Will Be Used.

By Samuel O. Dunn

Editor of *Railway Age*, New York

THE railways are the largest consumers of coal, and of iron and steel. They use more lumber than any other class of concerns. They purchase great quantities of many other kinds of articles not especially identified in the public mind with their operations, such as office appliances and stationery, material for upholstering chairs and seats, and so on. They constitute an important class of advertisers.

Control of the railways has been taken by the Government for the period of the war. The effects will be felt not only by their security-holders, officers, employees and patrons, but by those who sell them equipment, supplies and advertising space. Will they buy more or less equipment and supplies than they otherwise would? Will Government control cause changes in methods of buying? What will be its effect on railroad advertising? These questions are being asked by many who have a more than platonic interest in them. Some of them cannot be answered now. The policy of the Director-General of Railroads has not been sufficiently developed. But most of them can be answered with considerable assurance.

One of the main purposes of Government control is to enable the railways to handle more business. Developments have shown

that in their existing condition and as they have been operated they are not equal to the demands. This is especially true of the eastern lines; but some of the south-eastern lines are showing the strain. There has been no serious congestion on the western lines, but they have not been able to furnish all the cars needed. The capacity of the railways must be largely increased, partly by putting the existing facilities in better shape and working them more efficiently, partly by increasing their facilities, or the country's prosperity and its effectiveness as a combatant will continue to be vitiated.

Anyone who makes only a superficial investigation might walk away with the impression that the railways recently have spent enough fully to maintain their properties. Their maintenance expenditures are of two classes. One of these is for "maintenance of way and structures," that is, for keeping up track and all other structures except equipment. The other is for "maintenance of equipment"—that is, locomotives and cars. Their expenditures for these two purposes in the fiscal year 1916 were almost \$992,000,000; \$421,500,000 for maintenance of way and \$570,500,000 for maintenance of equipment. This exceeded the largest previous figure, that of

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1914, by \$40,500,000. In the year ended June 30, 1917, there was a further increase of over \$80,000,000, making total maintenance expenditures \$120,500,000 more than three years before.

But while these figures show a large increase in outlay, they do not represent a proportionate increase in labor and materials used. Between 1914 and 1916, for example, the increase in the expenditures for maintenance was only 4 per cent, while the increase in freight handled was 25 per cent, and the advance in the prices of materials averaged 40 per cent. There was also a large advance in wages. The advances in wages and prices have been sufficient to explain the entire increase in expenditures for maintenance.

Meantime, the properties have been subjected to very hard usage. For two and one-half years they have been handling an enormous traffic, making it necessary to keep constantly in service every car and locomotive that could run. Owing to an unprecedented foreign demand for equipment and supplies, to high prices, and latterly to the priority policy of the Government, it has been impossible to get anywhere near the usual amounts of rails, cars, locomotives and so on.

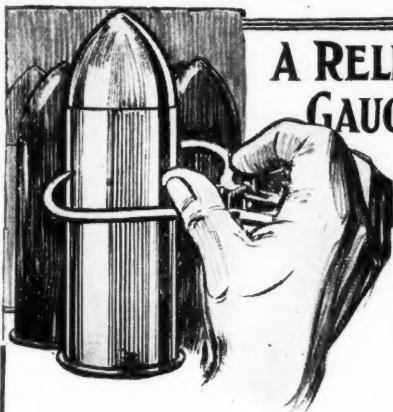
Just how much deterioration of the properties has resulted, it is impossible to say. The conditions on different railways vary. But on the railways as a whole there is a large amount of "deferred maintenance." There are thousands of locomotives and cars which need to be put in better repair, and other thousands which ought to be replaced. The cost of locomotives and cars bought to replace those "scrapped" is charged chiefly to maintenance. In the last four years our railways ordered only 8,500 locomotives, as compared with 14,600 in the preceding four years. They ordered only 440,000 freight cars, as compared with 656,000 in the preceding four years. Similar figures could be given showing the decline in the purchase of rail and other materials used in track.

If the existing facilities are to be put and kept in good operating condition, expenditures for maintenance must be largely increased. These expenditures are made for labor, and for materials and equipment. It is usually estimated that 60 per cent are for labor and 40 per cent for materials and equipment. Therefore, of any increase which may be made in expenditures for maintenance, about 40 per cent will represent increased purchases from railway equipment and supply concerns.

Many people who know much about the theory of railroad operation and little about its practice expect the railways to be worked with such augmented efficiency under Government control that no increases in facilities will be required. Their specific for transportation wastes and shortcomings has been the operation of all lines as a single system. One witness recently estimated before a congressional committee that by unified operation under Government ownership \$400,000,000 a year could be saved. Unified operation is now to be given a thorough trial. The Director-General of Railroads presumably will be free from political interference, and will have the patriotic support of railroad organizations built up under private ownership. Neither of these advantages would be possessed by a Government management under Government ownership.

EXPANSION IS VITAL

The writer has advocated repeal of the Sherman anti-trust law and the anti-pooling law on the ground that co-operation, rather than unrestricted competition, would best promote the efficient operation of the railways. He believes the co-ordination of the roads under Government control should and will result in a large increase in the amount of traffic handled with existing facilities. But at the same time he feels sure that no increase in efficiency which can be secured will be sufficient, without a large expansion of facilities, to enable the



A RELIABLE GAUGE OF VALUE

In the big munitions plants every completed shell is tested by experts with a millimeter gauge. There must not be the slightest

variation from the prescribed calibre.

In the advertising department of the **Christian Herald** every advertisement is likewise tested for inaccuracies with the gauge of truth.

In this rigorous testing many advertisements are thrown back for revision or rejected altogether.

By thus protecting its readers, the **Christian Herald** has made its advertising columns a reliable gauge of value. When you see anything advertised in the **Christian Herald** you may be sure it has stood the severest tests of trustworthiness. You may accept it as the expert accepts the shell when his micrometer-tested calipers register to the fraction of a hairbreadth the required measurement.

Through weekly advertisements like the above—only larger—we show our readers how safely and satisfactorily they may do business with our advertisers. You are sharing in this responsive market when your copy is in the

CHRISTIAN HERALD

75% Circulation in towns under 10,000

Bible House

New York

railways, and especially the eastern lines, to handle all the available business during the war. The productive capacity of the country has been growing faster than its transportation capacity so long that no mere change in methods of operation will suffice to make existing transportation facilities equal to existing demands. .1

In 1907 James J. Hill said that \$5,500,000,000 should be invested during the next five years in the railways. There was less than that much invested in them in the next ten years. In the three years 1907-1909 the investment made was \$1,188,895,577, or \$396,298,526 per year; in the three years 1910-1912 it was \$2,265,000,000, or \$755,000,000 per year; in the three years 1913-1915 it was \$1,372,500,000, or \$457,000,000 per year, and in 1916 it was only \$278,000,000.

The statistics indicate that the development of the railways is years behind where it ought to be. Conditions with which all are familiar support this view. The country has suffered recently from delays and congestions of traffic so acute and serious that they not only paralyzed many so-called non-essential industries, but badly interfered with industrial activities connected with the war. The situation is the fulfillment of a prediction made by Mr. Hill eleven years ago and repeated by him and many other persons many times since then. The policy of regulation which he deprecated, but which has been followed, could have had no other result, but the public would not be warned. Under this policy it has been impossible for the railways to earn or borrow the capital necessary for the development of their facilities. After the United States entered the war their difficulties were increased. The money markets were closed to them, Government priority orders and other conditions interfered with their getting equipment and materials. They could not get or keep enough labor.

A substantial outlay will be required merely to carry out the Government plan for operating

the railways as a single system. It will be necessary, in order to effect their physical co-ordination, to build numerous connections and to rearrange and largely reconstruct many terminals.

After these things have been done there will still be need for the construction of a large amount of new trackage, for the expansion of the terminals in many places, and for the addition of many locomotives and cars. The new investment made in the railways in 1916 was \$530,000,000 less than that made in 1910. The wages and prices which must be paid now are from 30 to 200 per cent higher than they were in 1910. A billion dollars would certainly provide no more new facilities in 1918 than three-fourths as much did in 1910. Unless the Director-General makes outlays for improvements and additions to facilities far exceeding those of recent years, delays and congestions of traffic will remain chronic.

CHANCES FOR IMPROVEMENTS BETTER UNDER GOVERNMENT CONTROL

Will the Government be able to make the expenditures for maintenance and for new facilities which are needed? It has some great advantages the companies lacked. The credit of the companies has been impaired by regulation, and after this country entered the war the money market was closed to them. The Government, while its resources are not unlimited, can provide vastly larger sums for maintenance and expansion than the companies could. The railways for some months before control was adopted were hampered by Government priority orders in getting materials and equipment. The Director-General of Railroads is not subject to such restrictions. The railways had been unable to get and keep enough labor largely because they could not afford to pay as high wages as have been paid by munitions concerns and by the Government itself in various lines of work. The Director-General has appointed a wage commission,

(Continued on page 118)

A Clever Hairdresser Once Told Eleanor Mather

that he could make any woman look pretty or plain, years younger or older, simply by the way he arranged her hair. Miss Mather saw him do it, got the secrets of the art and then portrayed them cleverly for the readers of THE AMERICAN WOMAN in her monthly department, called "*Making the Best of Yourself*."

Thus, each and every month, Miss Mather is imparting to her 500,000 grateful readers something of personal and vital help, ranging from appearance to personality. Her department is one of the many reasons why THE AMERICAN WOMAN pays so well on advertising. When a woman believes in a magazine, she believes in the *whole* magazine, in the advertising as well as the editorial matter.

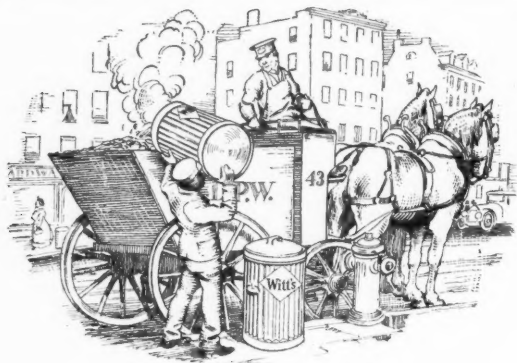
Put THE AMERICAN WOMAN on your list.

THE AMERICAN WOMAN

CIRCULATION
500,000 Net Paid
GUARANTEED

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York



"An ash can that will stand up under the ash man's punishment."

Who wants to read a page about ash cans?

No one, we grant you.

Yet there's as much difference between ash cans as there is between eggs.

Nineteen years ago a manufacturer in Cincinnati decided that there were enough people who would pay a fair price for *an ash can that would stand up under an ash man's punishment*, to build a business.

So he originated the corrugated can.

Exposed garbage attracts animals and insects. The tight-fitting lid seals a Witt can. Animals can't get in. Odors can't get out





56-line advertisements like these carry the Witt message to millions of home owners every year

Before that, the life of a can was measured by months—it is not unusual for a Witt can to last seven or eight years.

How could the maker tell the public this—tell it in a way that would get a reading?

For eighteen years little advertisements like those shown here have told millions of home owners about these cans, until the Witt is the one ash can known in America.

J. WALTER THOMPSON COMPANY

New York

Chicago Boston Detroit Cincinnati

Sees Competition Stronger Than Ever When Peace Comes

Well Known Executive Takes a Look Beyond Present Government Control

AN American business whose plant has been increased 1,000 per cent by the necessities of war work has been laying its plans to go into an entirely new field when the war is over. It has its blue prints for the new proposition all made, has carefully investigated and analyzed its new market, has its big advertising campaign all planned, ready to release the minute peace becomes a fact.

The instance of this house was cited by John G. Jones, vice-president and sales manager of the Alexander Hamilton Institute, in the course of an address on possible changes in advertising and distribution the war is bringing to pass. With George Frank Lord, of E. I. du Pont de Nemours & Co., Mr. Jones was speaking on this subject before the sales managers' club and members of the New York Advertising Club on Wednesday, February 27. Mr. Lord's sentiments on the necessity of "digging in" to-day, even if you can't make deliveries, appear elsewhere in this issue of **PRINTERS' INK**.

Mr. Jones said that if we review the tremendous expansion in population between 1860 and 1918 in this country, we will understand why American industry has grown so fast, yet we could hardly take care of home needs, and few concerns had a surplus for export. Then when the war first started we had forty to fifty per cent of the trade of France and England thrown at our feet, and we were able to supply not only our own markets, but in addition a great part of the needs of these other nations.

"The minute we went into the war ourselves, however," said the speaker, "our vaunted efficiency, our machinery started breaking down. The Government had to

step in. It took over the railroads, the coal producing machinery, and practically conscripted the manufacturing plants in New England, Pennsylvania and Ohio. To-day we can't supply over sixty per cent of what our own nation needs, and now we're talking of going on a rationing system.

"After the war there will be a different spirit permeating business. If anyone thinks that competition is going to be less keen, that it's going to be easier to earn a living, he's got another guess coming. It's going to be so keen that only the strongest can survive. If there ever was a period of the survival of the fittest, it will be that of the ten years after this war.

"This war is proving that no one class is responsible enough to rule by itself. Russia is an example of the failure of labor alone to conduct a government. We're not going to have any Bolshevik government. I don't know whether we're working on the right basis here to-day. What we need is a campaign of education to solve the problem of labor, and not to bend the knee every time it makes a threat.

"I honestly believe that Charles M. Schwab made the greatest mistake of his career when he stood up before his old college friends the other night and said that labor would rule our country after the war. Labor will not control the Government. Capital will not control the Government. No certain class will be all powerful. The Government will be controlled by all classes and that means a real democracy.

"There will be labor troubles after the war. Disputes are bound to come between capital and labor during the great readjustment that will come with peace. But they must be and will be worked out

WHEN you think of *Rhode Island* you think of the *Providence Journal*, the paper which for many years has been known as the "*Rhode Island Bible*."

The prominent part which the Journal has played in making recent history, has entrenched it deeper than ever in the confidence and respect of its highly intelligent and prosperous readers.

Sworn NET PAID Circulation for 1917

***Providence
Journal***
26,806

INCREASE

Since 1914

41%

***Sunday
Journal***
39,356

INCREASE

Since 1914

28%

No premiums, contests or special rates have ever been used since the paper was established as a daily eighty-nine years ago.

PROVIDENCE JOURNAL COMPANY
PROVIDENCE, RHODE ISLAND

Representatives—CHAS. H. EDDY CO.
NEW YORK BOSTON CHICAGO

fairly, intelligently at the round-table, not by strikes and labor wars and neither side will have control nor will either side attempt to answer it.

"We're not going to have a boom after the war. France and England are not so broken down as we think. Mr. Ford is going to have keen competition for his 'flivver' abroad, where they are making plans to market a low-priced car, and he's one of the keenest business men in the world to-day. We'll be driven to the Ford standard of paying labor after the war. He solved this problem before he was actually brought face to face with it.

"What are conditions going to be after the war? Far-sighted men are preparing for the shock by doing things now. We must not be misled by present policies of Government control, price control and the many other developments that are purely war measures. Government control of commodities and railroads, price fixing on wheat, coal and sugar will be relinquished after the war because the Government certainly will not go into the price-fixing business.

PAYING THE COST OF WAR

"Not until after a war is ended and all extraordinary expenditures by the Government have ceased, do the people of a country begin to pay its economic costs. Only a small part of this cost is represented by the interest which must be paid on the capital borrowed and destroyed during the war. When people return to the industries of peace it is soon discovered that the old markets have lost their buying power and that the amount of capital available for production is less than had been supposed. Then comes a period of depression which is like that of convalescence after a fever, the nation as a whole being industrially feeble and incapable of new enterprise. If a country can get through such a period without a financial panic or a commercial crisis and without great

distress among large numbers of unemployed, the people may consider themselves fortunate and should be grateful.

"American business men must exercise careful and intelligent foresight in getting ready for the gigantic struggle for world markets.

"I understand that the Fisher Body Company, of Detroit, which is filling Government contracts, has the promise of orders for aeroplanes from several of the large mail-order houses, who are planning to distribute their products after the war by aeroplane. Aeroplane delivery of mail is already become a fact."

Mr. Jones said that in their eagerness to cover the country nationally following their national advertising, many manufacturers may be neglecting to cultivate the market near at home intensively enough. He cited the instance of the Robbins & Myers company, of Springfield, Ill., whose story was published in *PRINTERS' INK*, which found that competitors were selling fans right in its home town and territory, a market whose possibilities it had apparently overlooked. He said further:

"The unprepared manufacturer will suffer through losses due to the shifting of accounts. Dealers will be sore over undelivered orders. A competitive house of the manufacturer will find it easier to get a foothold with the merchant who feels he has been slighted. Measures must be taken to prevent unnecessary losses of this sort.

"There will be no room for old foggy methods after the war," said Mr. Jones in conclusion. "The biggest change that is coming about is one of vitalization. The minute you eliminate competition, you take away vitality from mankind. We want better and keener competition, and the man who thinks straight. You can't do business to-day on a guess. The day is coming when it won't be necessary to get business with a cigar, a bottle of wine, or a bribe to a competitor's employees."



Mother asks Dad and Me

one fine morning if we wouldn't like to try another breakfast cereal. What would you suggest, Mother? says Dad. And, Mother says, really and truly I don't know, there are so many kinds.

I knew a kind right away—Digby's Dimple Dots. They're great for old folks and for chaps like me. I told Mother and Dad that I read a lot of advertisements about them and how they make folks cheerful and husky. I'll bet they're great. Lots of fellows have them for breakfast and they say they're just dandy, honest.

Billy, says Father, looking sort of hard at me and smiling, you're certainly getting to know about things. And, turning to Mother, he sort of O. K.'d my suggestion and we had Dimple Dots next morning—and for a lot of mornings. We all like them fine.

After breakfast Mother told me Dad was mighty pleased because I was so interested in The American Boy's advertising as well as its stories. Dad told her he thought it was right to have me know things and to suggest things we're going to buy. **BILLY BYER.**

(Continued in March 21st issue of Printers' Ink.)

Facts

500,000 boys read *The American Boy*.

They or their parents pay \$1.50 a year for it—buying power!

They average 15½ to 16 years old—buying age!

They have much to say about family purchases—buying influence!

The *American Boy* goes into 225,000 of the best homes in America—leadership!

"Where there's a boy there's a family."

Member A. B. C.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine
for Boys in all the World"

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHEY, Manager
224 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. F. AHEGNA, Jr., Manager
1412 Lytton Building
CHICAGO, ILLINOIS



Trench candles made of thumb-worn



MCCLURE'S

Frederick L. Collins, Editor,
McClure's
New York City, N. Y.

Dear Sir:-

Your Win-the-War number goes to the tip of the top. I am only a simple sergeant, but I read many publications and feel as though I know a good one when I see it.

I am glad to see you use the battle sight rather than the "peep" sight, looking over the big broad field of battle with one aim, that of victory, rather than some narrow vision straining at fine points.

Germany has a talented murderer by the name of Hindenburg. He is a big help in their program of slaughter. We cannot hope to kill him and the rest of his gang when there are so many "Hinderbugs" around us. Your win-the-war program is destined to change the "Hinderbugs" into "Boosterbees" and set them to work for the cause of Liberty, rather than hinder it by "buzzing" around with whispered hurrahs for the kaiser.

Your staff weigh in at one hundred per cent. If our boys can keep their bayonets as sharp as the pens of these writers will be, the hair-horned devil of Potsdam will sleep on a bed of chestnut burrs, by the time they come out next fall.

Anna Steese Richardson can turn a soldier inside out and if there is any "pep" in him it has to jingle out. She knows more about soldiers as human beings than any General I ever knew. Her writings alone would make your win-the-war numbers worth while, and more so if she is to write from France.

I'll bet trench candles made of thumb-worn McClure's will burn brighter than any others. You're hitting double time; keep her up.

Very truly yours,

Frederick M. Snyder

Ordance Sergeant

25 Washington Ave.,
Albany, New York,
Feb. 18th, 1918.

Contents for April McClure's

The Woman Behind the Soldier

Mary Roberts Rinehart

Washington in Uniform

Franklin P. Adams

Illustrations by Seddie Aspell

If the War Ends this Year

Julian Street

The Soldier's Family—

What of Them?

Illustrations by Lejaren A. Hiller

"Kamerad"

James C. Young

Illustrations by James Montgomery Flagg

A Rainy Night in the Trenches

George Pearson

Illustrations by Wallace Morgan

What Is Patriotism?—

A Confession

Gellet Burgess

The Pull Together

Robert Gordon Anderson

Illustration by Lieut. Willard Fairchild

How the Great War

Came to Me

Anna Steese Richardson

Illustration by P. V. E. Ivory

America Did Not Choose

Booth Tarkington

Without the Last Act

Sophie Kerr

Illustration by Clarence F. Underwood

Preparedness [*Poem*]

Edwin Markham

The Evening Star [*Poem*]

Harold Se on

Wild Apples [*Serial*]

Anonymous

Illustrations by C. E. Chambers

Extravagance vs. Economy

Porter Emerson Browne

Pictures by John Wolcott Adams and

Lejaren A. Hiller

Two Wives [*Serial*]

Ernest Poole

Illustration by John Alonzo Williams

The Keepers of the Light

[*Poem*]

Theodosia Garrison

Where Do You Stand?

Hermann Hagedorn

Illustration by B. J. Rosenmeyer

Surely You Will Not Fail

Mabel Dulon Purdy

The "My America" League

Winning the War

with an Engine

Waldemar Kaempffert

"Business as Usual"

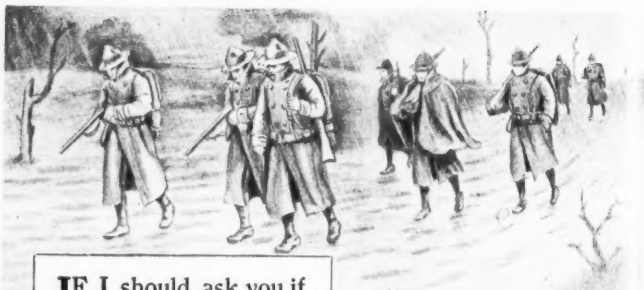
Paul Tomlinson

Cover by Neysa McMein

[*of The Vigilantes*]

Reflecting the spirit of the
Nation





IF I should ask you if you thought Knitting a useful occupation, I imagine your answer would be emphatically "YES."

But if I should ask you the same question about Embroidery, Crocheting, or Lace-making, you might be doubtful how to answer.

Yet your wife and my wife, women everywhere, make no distinction, so far as usefulness is concerned, between Knitting and other forms of needlework such as Embroidery, Crochet, and Lace-making. Women think of needlework of any kind as a means by which they can make beautiful and useful articles for themselves, their children, their friends and their homes.

The Modern Priscilla

The Needlework and Housekeeping Magazine

Women value the Needlework and Housekeeping information contained in the Modern Priscilla so highly that they have paid nearly three quarters of a million dollars for it during the past year.



The Menace of German Business After the War

I—German Assurance Shown by Her Plans and Propaganda

By J. T. M.

WHAT will business be after the war? The groping for light on this point is observable in all spheres of the national activity. An article in *PRINTERS' INK* has set forth what may be considered the official admission of uncertainty and desire for knowledge. Labor organizations, hearing rumors of fierce competition to come from impoverished European countries, ask that measures be taken in advance to protect their interests—that something be done. Government bureaus send out questionnaires to manufacturing and commercial firms asking for "experiences" and individual methods of meeting situations. The manufacturers and merchants on their side are anxious to get light and direction from Government bureaus.

Now, the Government undoubtedly can do much—it is actually doing much—in the interest of the trade and industry of the United States. But the tasks that are ahead for the protection of the industries and commerce of this country, and on which not a moment should be lost, are so variegated that some of them are of a kind that the Government organizations, as at present constituted, are not in the best position to undertake.

All that pertains to commerce protection supposedly falls within the competence of the national Government. Governments quite generally in the years immediately preceding the war were taking a quite paternal, if not patronizing, view of their relations to trade and were "doing something" for home business.

The Imperial Russian Government half a dozen years ago sent out a swarm of commercial agents, independent of the consular service and of higher rank

than the consuls. These agents established headquarters in the principal commercial cities of Europe, advertised in the local press, delivered lectures and held "conferences" under the auspices of the local authorities and loudly notified the world that Russia had desirable wares to export and was anxious for all kinds of trade information. Italy sent out a number of royal commissioners to cover various lines of trade, and the prestige of their rank assured them of dignified reception wherever they went. England appointed commercial experts abroad—generally foreigners, many of them Germans. Knighthood titles were conferred on them, and Sir Knight and his Lady were conspicuous at German civic functions.

Germany, it may be noted, did not enter into the general rivalry in the use of the much-heralded trade agents or commissioners. If she had parties out watching the other people's business she did not advertise the fact.

GERMANY'S "HOLIER-THAN-THOU" ATTITUDE

The United States had speeded up the activity of the consular service in reporting on foreign trade, but, as a whole, it was felt in Europe that the treatment of American trade abroad on the part of its own Government was rather shabby. This was ascribed to the political war on the great American corporations. When Germany, a few years ago, undertook to confiscate the property of the Standard Oil Company by the creation of an Imperial Petroleum Sales Monopoly (*Verkaufs-Monopol*), who was there to dare vindicate the rights of an American corporation? Every attack—and it happened that there were many

in that particular period—made in the United States on the Standard Oil Company and other large American businesses, was cabled to Germany and printed conspicuously by the press. Was not the Standard Oil Company the “old he-trust,” in the elegant characterization of an American Senator? All who ran might read in Germany of the utter iniquity of American business, and Germany felt that there was practically no limit to what she might do against American corporations. And these corporations pathetically continued to lean on the slender reed of their own Government’s protection. They did not dare to do the one thing palpably indicated by their own best interests, to combine for their protection in foreign markets. The odium which had been spread around them was not confined to Germany. German agents took care to disseminate it in all the countries in Europe in which Americans were their competitors.

What they failed to do in the past American corporations will have to do now. They will have to organize for protection. The sooner they begin to make their preparations the better it will be for them. They can look after their interests in a way which the Government could not be expected to do for them. The Government will be busy with other problems when the war ends. In any case the Government could not very well undertake a specialized form of protection, and yet it is precisely against Germany, specially and in particular, that American trade needs protection.

Besides, even if there were no other difficulties, Government agents would not be the desirable instruments for the protection of American business against organized and insidious attack. American merchants and manufacturers must select their own agents. The Government, of course, can rightly be called upon to insist on the removal of some of the outrageous disabilities placed on American trade in Germany, such as the practical obligation, if an

American firm is going to do business in Germany in any large way, of organizing a subsidiary German company and thereby laying itself open to a minute and continuous inquiry into its affiliations in all parts of the globe, its business, its processes and methods. If the details that are thus extorted do not furnish the German foreign commerce ministerium with every last fact it is looking for, they provide material for the German trade spies in other countries to supplement the information.

But it cannot be expected that the American Government will undertake the work of ferreting out the snares and ambushes that are laid for American trade throughout the world by the German system. This would inevitably develop into a form of official trade warfare in which the United States, with its above-board methods, would be but ill equipped to compete with Germany. The work falls on the shoulders of the American traders themselves. And they should not allow themselves to be distracted from the urgency of undertaking this work by anodyne reports regarding Germany’s physical condition. What Germany did to American trade in the past was only a trifle compared to what she is already fully prepared to do in the future, if steps are not taken to remove from world commerce the dishonoring processes that are threatening.

WAR MOBILIZATION WILL BE, TURNED TO INDUSTRY

Reports that Germany is exhausted, that her workmen are anemic from starvation, that her railroads and manufacturing plants are run down, and that she will be far behind when the commercial race begins after the war, may well be suspected of being a rather coarse form of German propaganda. War, instead of exhausting Germany’s industrial and trading potentialities, has actually organized Germany for commerce. The vast majority of the plants that are working to capacity on

war-time production can be turned over promptly to commercial production; in fact, the plans for the turn-over are already made, just as the arrangements for the shifting of the aniline dye and heavy chemical factories to the manufacture of explosives had been made and were instantly put into actuation when the war began. Germany's civilian workers are mobilized and will continue mobilized for at least some time after the war. Furthermore, her army, while it may be nominally demobilized on the coming of peace, will remain mobilized for industrial purposes. Commerce will be conducted under a concentrated organization similar to that which has proved so efficient in the conduct of warfare.

HOW GERMANY MAY GET ALL RAW MATERIAL SHE WANTS

Another exceedingly important matter which should be brought to the attention of American merchants and manufacturers is the plan which Germany has already worked out for getting supplies of raw materials. It is often asserted in irresponsible correspondence that Germany, as she now lacks raw materials of many kinds, will be short of supplies when peace comes and that, even if she could get them, her shipping will be inadequate to the handling of them in quantity. But Germany is serenely confident on this point. This is how she has arranged to meet the situation.

One of the articles of peace will embody the principle, already formally agreed to by President Wilson, Premier Lloyd George and other spokesmen for the Allies, that there will be no commercial or economic discrimination against their previous foes. Into this article Germany will insist that there be written an agreement that there be an international pooling of raw materials. Anything else, she will argue, would be economic discrimination against Germany. If France or England or Italy should continue to receive raw materials, while no arrangement was made for Germany getting her share, it

would be discrimination. The only way that this can be prevented is by pooling the raw supplies and allotting to each country her share.

Now if this were done and Germany were allotted her portion, but had no means of getting that portion to Germany on account of lack of ships, why the pooling and allotment would be a farce, and the discrimination would still be there. So Germany will insist that there be written into the article an agreement that there be a pooling also of shipping facilities to give her her due share of transportation facilities.

GERMAN IDEA OF FAIR PLAY

This was all settled in the great convention of German, Austrian and Hungarian shipping and industrial associations held in Hamburg last November. The speech that covered the subject was delivered by Herr Huldermann, representative of the Hamburg-American Line, who announced the decisions on the subject of the German Government itself. His authoritative declarations were far too important to be allowed publication, and German Government organs were permitted to reveal the pleasing news only in veiled terms, but in such way as would be understood by those having the requisite understanding.

The *Cologne Gazette* recently revealed the important plan—already known from other sources—in an article aiming to sustain the morale of the war-weary. Germany expects to be in better shape after the war than any other European country. Russia economically will be her province. The neutral European countries, which, irrespective of where the sympathies of their peoples may lie, have in reality been Germany's economic allies since the war began, will continue to be markets of supply and demand for Germany after the war. A close economic alliance with Austria, Bulgaria and Turkey will give Germany a great advantage. Raw materials and shipping, the chief remaining problems, are to be taken care of in the peace treaties.

What Belber Found Out About Selling to Soldiers

Dealers in Cantonment Towns Asleep to Their Chances, Let Department Store Branches Carry Away the Soldiers' Trade

THE Belber company, of Philadelphia, the trunk and bag people, recently had the surprise of their lives. Their experience should help guide other advertisers who have their eyes on the trade to be had from soldiers at the cantonment towns.

It is hard to believe, however, that any merchant could fail to see the possibilities when upwards of ten thousand prospective customers are dumped in front of his door, or, putting it another way, when upwards of \$300,000 a month starts circulating in his vicinity. It is a safe bet that all of the \$300,000 is not destined for starving dependents at home, not until the draft reaches well down to classes III and IV.

Arthur Rosenheimer, trade promotion manager of the Belber Trunk and Bag Company, of Philadelphia, admits that it was hard for him to believe it, but he had to. This is why:

The Belber company was one of many manufacturers that saw the possibilities in catering to the new soldier populations, and made preparations accordingly.

It figured that there should be a splendid sales field for army luggage in the vicinity of the National Army cantonments. The drafted men would not be so likely to purchase the various little kit bags and other paraphernalia on their first trip down, because they would be unfamiliar with military customs and regulations, and would not know what would be allowed and what would not. It was reasonable to suppose, however, that afterward, when furloughs were in prospect, and as necessity arose in the new army life, they would look around for such things. Therefore, the neighborhood of the cantonment ought to be the logical distribution center.

The Belber company's analysis proved correct. The goods have sold heavily at the cantonments—but not by the retail merchants in the cantonment sections.

With the prestige of an advertising drive which had previously turned the Belber output from a nameless product to a standardized and trade-marked line with a national distribution, the company felt that it was in excellent condition to "sell" the retail merchant, not only on the place its goods would fill in the needs of the soldier, but on the help that its advertising would be to the merchant.

So the company's salesmen got busy in the cantonment districts.

And the company's salesmen came back with very few orders.

They reported that the merchants of the cantonment regions did seem to be alive to the possibilities of increasing their sales of cigars, chewing gum, tobacco and soda pop and "sich like," but as to the other needs of the soldier, they seemed to feel that they were confined to just what the Government supplied. Nor were the Belber salesmen able to open up any wider vision with a crowbar.

The department store heads in the big cities, however, did have the vision, and while the country merchants looked curiously on, they walked down to the cantonments and opened branches where they took orders from the soldier boys for all sorts of merchandise, including a volume of army luggage that was most satisfactory to the Belber company.

New President for "Sozodont"

James J. Morgan has been elected president of Hall & Ruckel, New York, manufacturer of Sozodont. He is engaged in the brokerage, business and is president of realty and commercial companies in New York.

Every Manufacturer Makes This Product—None Can Ever Be Over-sold On It

Whatever else a concern may produce, whether it be steel billets, electric motors, automobiles, pins and needles or what not, there is one thing which all are making in common every day.

That product is *public opinion* among buyers.

There is scarcely a single action of the company or any of its representatives that does not add to or subtract from the quality of esteem, confidence or good will in which the company or its goods are held by the persons (whether many or few) who are or may become customers.

No seller of goods can by any possibility escape this manufacture of opinion in his public.

He cannot escape its consequences.

He can *control the quality* of that opinion in two ways: First, and most important, through his *acts* in making his policies, service, quality of product and personality bring superior satisfaction to those with whom he comes in contact.

Second, by *interpreting* those policies, services, qualities and personalities to his whole field of possible customers. By projecting the value of these things so that all possible buyers may see, *understand* and appreciate them. This can be most effectively done by intelligent advertising.

The concern that endeavors to direct and control public opinion towards itself and its products should clearly bear in mind the following fact.

Public opinion is a continuous force. It never lets up its pressure. It grows increasingly helpful or hurtful according to the degree to which it is enlightened or neglected. It is always changing for better or worse. It never stands still.

Its influence on a business is not affected by reason of business being relatively good or relatively poor.

Its value to a concern is just as important regardless of whether that concern is oversold or undersold.

No matter how much a concern may be "oversold" on its physical product it can never be oversold in the good opinion of its field of buyers or in their confidence and good-will.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power

Electrical World

Electric Railway Journal

Engineering and Mining Journal

Coal Age

American Machinist

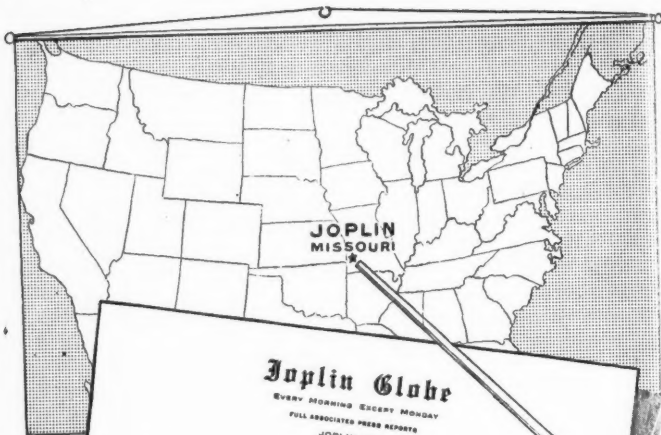
The Contractor

Engineering News-Record

Electrical Merchandising

Metallurgical and Chemical Engineering

Members of Audit Bureau of Circulations



Joplin Globe

EVERY MORNING EXCEPT MONDAY
FULL ASSOCIATED PRESS REPORTS
JOPLIN, MO.

January 26, 1918,

E. Katz Special Adv. Agency,
New York City.

Gentlemen:

I am gratified to learn that you have opened an office in San Francisco.

It seems to me there is opportunity on the Pacific coast for a great deal of development work for newspaper advertising.

I trust that your new office will prove profitable as quickly as did your Kansas City office established about two years ago.

Let me see - has not your soliciting staff increased to ten? I know that eight of the men have personally visited the Joplin section. I have always been favorably impressed by the calibre of men you employ.

The Globe and the Katz organization have alike enjoyed great progress. In seventeen months the national rate increased from but 2 1/2 cents minimum to 5 cents a line flat. We are now getting more business than ever.

You have represented The Globe for about twelve years. I think. During my connection with the paper I have found you not only able and willing to sell our advertising space, but I have found you eager to be consulted on the matter of advertising policies. In fact I feel that you are not only my advertising representatives but also my advertising counselors.

More power to you.

RKB:ID.

Robert K. Burns
Secretary and General Manager
THE JOPLIN GLOBE PUBLISHING COMPANY

Do you not recognize the photograph of Robert K. Burns, General Manager of Joplin Globe?

E. K a t z New York. Chicago
Special Advertising Agency

JOPLIN, MISSOURI

International Joplin? A city in Southwestern Missouri on the international map? More high-grade lead and zinc ore is produced in the Joplin district than in any other section in the *world*. Get the importance of that fact and apply it to the demands of the world war. Now connect the result with Joplin's prosperity.

But that is not all—agriculturally the Joplin district is one of the God-endowed gardens of the world. Every middle western product is grown there. Fruits? Who from New York Salt Lake has not tasted the luscious strawberries ripened in the dew of the Ozark Valley. Peaches? The flavor of the Joplin peach is the reason for the national demand and distribution. Apples? The section is known the continent over as "the land of the big red apple." In this wealthy trading territory, there are about a quarter of a million American consumers. Joplin with 45,000 population is the trading centre. Seven railroads, two inter-urban electric lines and 850 miles of rock roads.

It is an exceptional fact that over 95% of the large mining population is American-born. The miners are making big money. They ride in their own automobiles. They own their own homes.

Joplin is a miner, a farmer, a manufacturer and a wholesaler.

Consider Joplin, Missouri, not from the standpoint of its 45,000 population but from its infinite influence over a prosperous population exceeding 225,000.

The Joplin Globe

The Joplin Daily and Sunday Globe, the dominant medium, reaches before breakfast each day more than 27,000 subscribers. Rate 5c a line flat. A. B. C. member. The Globe leads as one competitor in net paid circulation, city, suburban, and country. It carries considerably more advertising, local and national and at a higher rate. The Globe is the medium of greater editorial influence.

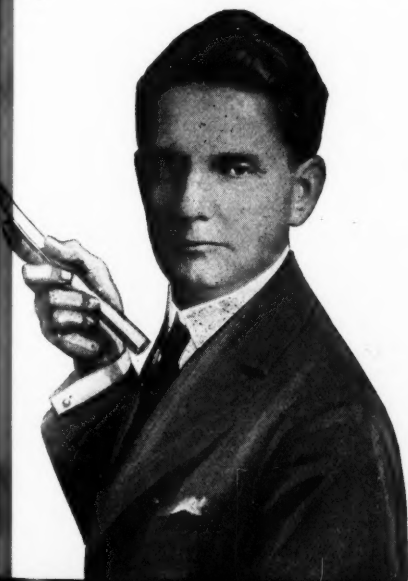
Write for our detailed booklet analysis of this wonderful Joplin district. You should have this booklet for reference. Why not write your name and address *now* on the margin of this page?

The E. Katz Special Advertising Agency have been publishers' representatives for thirty years. Does not that indicate, among other things, financial stability, confidence on the part of advertisers and publishers?

We realize that the success of any publisher is largely dependent upon the successes of many advertisers. And so we serve in abundant measure mutually both the publisher and the advertiser.

We know all of our cities from personal visits and make it our business to supply unusual data.

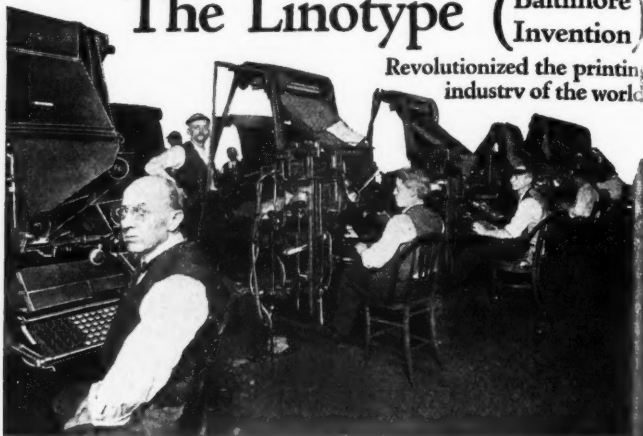
With our new office at San Francisco, we offer Coast to Coast representation. We employ ten experienced salesmen. Publishers—Write to us for our Pacific Coast proposition. It need not interfere with your present New York or Chicago representatives.



Publishers' Representatives
Kansas City, San Francisco. **Established 1888**

The Linotype (Baltimore Invention)

Revolutionized the printing industry of the world!



Partial view of linotype section in composing room of the Baltimore News. 28 machines in this section.

OTTMAR MERGENTHALER, watchmaker by trade, invented the linotype in Baltimore. Landing here as an immigrant in 1872, he manufactured his first machines in 1886, and lived to see his name take rank with Gutenberg. Members of his family still live here.

Baltimore—pioneer in illuminating gas, railroad transportation, telegraph communication, the typesetting machine, and with an appreciation of the good things of life that is almost proverbial—is a market of rare promise for advertised goods. Manufacturers and distributors of new commodities, from arm chairs to adding machines, will find it worthy of the most **INTENSIVE** cultivation!

The **NEWS**, with over 100,000 net circulation, daily and Sunday, has more than once been recommended by large agencies for "try-out" campaigns—campaigns to sound response at pivotal points before going ahead on a national scale. A well-organized merchandising department is ready to analyze and report conditions as they affect **YOUR** proposition.

For More Baltimore Business Concentrate In

The Baltimore News

Average Daily circulation, month of February, 108,319

Average Sunday circulation, 114,806

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Lead & Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

War Will Make Us Plan Advertising Further Ahead

The Advertiser Will Dig Deeper and Build Bigger

By George Frank Lord

Director of Advertising, E. I. du Pont de Nemours & Co.

THE effect of the war on advertising is a large subject. We cannot consider it in detail, but only in fundamentals.

We cannot state it maturely because we are still at war. But we can be guided by history and by knowledge of human nature in estimating the probable effect of the war on the world at large, which is the field of advertising, and on the civilized peoples of the earth, who are the subjects of advertising.

Tremendous as is the present war, it is no larger in proportion to the size of the civilized world than other great wars have been. World dominion has been attempted heretofore and almost attained. Each succeeding century makes its attainment more nearly impossible.

This line of argument bears on the first effect of the war on advertising, namely, an atmosphere of hesitation and uncertainty which is fatal to the success of any project that demands clarity and fixity of purpose and constant, aggressive action.

No one can advisedly question the wisdom of hesitation and just cause for uncertainty on the part of the advertiser seeking chiefly temporary results. But the business man who realizes that the chief value of advertising is its institutional rather than its merchandising effect, does not halt his constant effort to build for his concern and its products that enduring structure of which each selling appeal may be likened to one of the myriads of bricks that compose a towering building.

This type of advertiser—he who is always building a commercial structure, rather than

making temporary sales is one of the great steadying factors that sustain the business morale of a nation during periods of stress.

An important effect of war on advertising is to disclose who are the structural and who the tentative advertisers. This classification is of importance not only to those chiefly interested in advertising, but also to all devoted to the progress of America.

PREPAREDNESS TAUGHT BY THE WAR

In the commercial war that will follow the cessation of military activity, the big guns that America will have for her peace armament are the institutional advertisers who have the foresight, resolution and courage to "carry on" whether the way be plain and easy or dark and difficult.

The war has surely taught the necessity for and value of preparedness for any great undertaking. We have always known, as we know now, that America had within itself all the spiritual, physical, and financial powers to protect itself and to help other nations needing protection.

But we were like the manufacturer who has all the materials, machinery, money, and workers to produce an important necessity, but no organization to market it. Our lack of preparedness or national organization has cost us and our allies a lot of trouble, losses, and expense.

Germany's half-century of preparedness has enabled her to terrorize the world and stay in the fight against odds that in theory should have overwhelmed her two years ago.

The thoughtful advertiser must see the moral of preparedness as applied to advertising. He will

Address Feb. 27 before New York Advertising Club.

dig deeper and build bigger. He will forsake tentative policies for long plans, catch-penny schemes for sound constructive effort. He will wisely plan ten years ahead and stick to that plan and all the experience thus far recorded in advertising tells us he will succeed.

The business man who has never advertised must have noted the tremendous strength of educational publicity as employed by all the nations concerned in the war. Propaganda is a mixture of promotion and advertising. It is operated on the theory that the way to achieve any great public undertaking is to influence public opinion in favor of it.

Germany, through domestic propaganda, has held her people together through three years of suffering, sorrow, and near-starvation. By the same means she has put Russia out of action, seriously checked Italy and delayed for months important American activities. France, England, and America have, through propaganda, secured patriotic support, induced their peoples to undertake tremendous financial burdens and make heroic sacrifices.

These campaigns are based on the same principles on which commercial advertising campaigns depend for success. Undoubtedly the war is creating, and to a greater extent will create, new advertisers and they will be of the enduring, constructive type.

Finally, the effect of war on advertising in America has been to nationalize it, in the sense that it is no longer conducted solely along the narrow line of individual advantage to the advertiser.

Every big business man, and every man with the capacity for bigness, realizes that his business and his efforts are American in origin and American in effect. The patriotic note runs through all important advertising messages. We advertise to-day along lines that will advantage our concerns because they strengthen and promote the development of

our country, which must prosper as a whole, if we hope to prosper as individual advertisers.

At least one of the products we are advertising is being advertised because of the effect of the war, and that is Ivory Pyralin. The most serious competition we have for this class of goods is with imported goods sold at low prices. We started to advertise this product when we couldn't fill orders and when it looked as though we couldn't catch up with orders. There was every apparent reason for us to stop advertising.

We started on the theory that it is necessary for us to entrench our brand before the war should end and we were subjected to cheap competition. There must be lots of other manufacturers in the same boat who either hesitate or have stopped advertising. If they started now they would be in a far stronger position to meet after-war competition.

We have found it necessary greatly to expand manufacture, and have a large cash surplus. We're trying to build up a shock absorber for an eventual drop in war sales. The further we go in building up a strong sales organization for peace goods, the readier we will be to absorb the shock of the transformation to a peace basis.

W. H. Johns Heads the George Batten Company

At a meeting of the board of directors of the George Batten Company, New York, February 26, W. H. Johns, first vice-president, was elected president of the organization, succeeding the late George Batten, who died Feb. 16. Mr. Johns first entered Mr. Batten's employ in 1888, when the latter was advertising manager of the Funk & Wagnalls publications. After a short period of service Mr. Johns took a clerkship with a Wall Street banking house, where he remained a year and a half, and then returned, at Mr. Batten's request, to the latter's employ in 1891. Mr. Batten had just opened an office of his own as an advertising agent, and Mr. Johns became his only assistant. In 1892, when the business was incorporated, he became a partner and vice-president, which positions he has held for twenty-six years. Mr. Johns is also chairman of the Division of Advertising of the Committee on Public Information.

We Give It Up

UNIVERSITY OF WASHINGTON
DEPARTMENT OF JOURNALISM
SEATTLE, February 21, 1918.

Editor of PRINTERS' INK:

Within the past few days I have received several interesting reports on market analyses, dealer service and advertising agency service, all of which reports were too large to file in a regular filing cabinet. The funny thing about the matter is that each of them stresses in the most approved fashion the necessity of getting the other fellow's viewpoint first, if we want him to get ours. Perhaps my viewpoint is unique and there may be reason for the "just-too-large" size of these pieces of printed matter. As you must have noticed the same thing many times, perhaps you could help me out.

FRED A. RUSSELL.

Open Meeting of Export Managers' Club

The Export Managers' Club of New York will hold a conference on Export Sales Methods on the evening of Friday, March 15, at the Bush Building, on Forty-second Street. The principal topic will be "Helping the Foreign Dealer to Sell Your Goods." This will be subdivided into discussions upon such questions as the value of export mediums, how to follow up leads obtained from the bureau of commerce, whether

consumer bulletins are more satisfactory than local advertising to help dealers, etc.

The discussion will be open to anyone in attendance, and an invitation is extended to manufacturers and others interested in exporting. Those who expect to attend are asked to notify the secretary, Robert Smythe, 25 Church Street, New York.

Wants U. S. Trade-Mark

A bill to secure a national trade-mark was introduced last week in the House of Representatives by Chairman Sims of the Interstate and Foreign Commerce Committee. Its purpose, as outlined in the title, is:

"To authorize the adoption, registration and protection of a national trade-mark to distinguish merchandise manufactured or produced in the United States of America and used in commerce with foreign nations or among the several States or with Indian tribes, and to authorize the Secretary of Commerce to license the use of same."

The Secretary, with the approval of the President, is to select the design to be employed.

The Chas. H. Eddy Co., with offices in New York, Chicago and Boston, has been appointed to represent the Augusta, Ga., *Herald* in the foreign field.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

The Advertiser and His O. K.

Strategy Often Required—Methods Found Effective

By an Advertising Agent

FOR over a year now, my associates and I have been following a plan which has helped us greatly in securing Okays more promptly and more enthusiastically from our clients. This plan is based on a conference we held, in which we exchanged ideas and attempted to set down the fewest simple rules which would comprise a fairly thorough covering of the sometimes problem of getting Okays on copy, art and estimates.

I outlined these rules one day to a staff member of PRINTERS' INK, who thought they would be of general interest to other agents and advertising managers. I am very glad to make public these "family secrets," together with comments, about as the plan was outlined to my organization when the rules were drafted.

(1) *Wherever possible, precede the actual submission of copy or estimates by a preparatory discussion with the client, who is later to give the Okay.*

By this I mean that we try to discuss the copy or space plan in fairly definite terms several days before the work is actually begun. Thus the advertiser has an opportunity to voice his opinions well in advance. The good in them can be utilized, developed and adopted. This is only fair to the client and often enables us to point out to him ideas in the copy submitted later which came from him. If, on reflection, thoughts expressed by him at the preliminary conference do not seem sound to us, we have time to prepare something better to offer.

This is, of course, nothing more nor less than a proper meeting of minds, which should always take place between the advertiser and his agent or advertising manager, in order to get an easy Okay.

(2) *Try to keep all officers in*

the client's employ acquainted and in sympathy with us.

Some years ago, I secured the advertising account of a large corporation. I always dealt directly with the president. He invariably kept his important subordinates out of our advertising discussion, so I had but small acquaintance with them.

For two years the account went along in this way, when I read one day of the sudden death of the president. I went around to get in touch with the executive directly below him.

Briefly, this was the situation: The officers below the president had been keenly interested in their house advertising. They had resented being left entirely out of all advertising conferences. They split the blame between the late president and me. The new president got a new agent, while I came away with a valuable lesson.

FELLOW COPYMEN CAN HELP

(3) *Have the fullest possible backing of our own organization before submitting an advertisement.*

I like my copy men to look over each other's work with an eye to improvement. Then when the final copy is submitted, an Okay is often more easily secured by quoting remarks made on the advertisement by several members of our staff. The advertiser is pleased to see that more than one or two of us are interested in him.

(4) *Always submit copy in person.*

At times we used to submit copy to out-of-town advertisers by mail. I don't see why this shouldn't be practicable, but in our experience there were nearly always tangles. I suppose no advertiser feels that he can Okay a piece of copy without some sort of a discussion—so now I always



Compromise and Coöperation

I thought of calling this paragraph "Me and Sleicher." It would have been as exact. If anybody had told me a couple of months ago that destiny had scheduled me to write in *Leslie's Weekly*, I should have treated the rumor with skepticism. "No," I should have replied, "you are jesting. Mr. Sleicher and I are friendly, but he deems me among those who dream vain things, while I look upon him as too stable for us to row in one boat." The manner in which it came about is characteristic of this era. It is on both sides coöperation without compromise, as your own unassisted intellect may have informed you, if you have read the note at the top of this page. Mr. Sleicher would not wish himself and his property to be held responsible for the vagaries of my intelligence, and I on the other hand should not wish my friends to think I had suddenly become safe and sane; so we made the matter clear. Is not coöperation between serious men of differing tendencies one of our pressing needs? Just because many of the readers of *Leslie's Weekly* have beliefs contrary to mine, I am glad to put my standpoint before them, and I shall be pleased whenever they write back, whether in protest or agreement. If the world is to go successfully through the rough years ahead, it will be through an increase of mutual understanding.

—From "Norman Hapgood's Page," March 9.

Street & Finney

WHEN you pay-as-you-enter a street car, you know in advance that your fare assures you a ride to your destination. With "Pay-as-you-enter Advertising" you know that your appropriation assures you a definite increase in your sales. We will be glad to let you know whether Street & Finney Pay-as-you-enter Advertising will apply to *your* business.

Pay-
as-
you-
enter
Advertising

©1918 S&F

STREET & FINNEY, INC. (ESTABLISHED 1902), NEW YORK

send a man along with any advertisements that are to be shown for approval. What we lose in care we more than make up in time saved and freedom from bother.

(5) *Where two men submit copy, be sure that one of them properly subordinates himself to the other.*

In other words, one of our men can bolster up another when "selling" copy, but should not attempt to share equal prominence with him in the effort. When an account executive and a copy man submit copy together, they should agree in advance who is to do the talking. The other should be willing to play second fiddle and see that he does.

A presentation made in this way is clearer, more natural, and thus brings the Okay more easily.

(6) *Have the submitting force equal the Okaying force in point of numbers.*

Frequently I have to appear before two boards of directors for Okayes on appropriations. I always feel keenly the fact that I am forced, in a way, to a single-handed debate against half a dozen or more opponents. Naturally my single thinking apparatus is not always ready to meet a drum-fire of larger opposing forces. I am trying to spare my men as much of this smothering-out as possible.

In several cases our work must be submitted for Okay to a group of three or more men. In these cases I see that the man who is to submit the copy or estimate takes along others from our organization.

Where our one man might get rattled by group opposition and give in at a wrong place, he is relieved by a co-worker who holds out for whatever we believe to be right. I sincerely believe that by this method of securing Okayes I have saved several advertisers from forcing hasty and ill-considered changes in copy and plans submitted to them.

(7) *Remember, that if the client makes a copy suggestion which seems to you 75 per cent right, the*

chances are that it is 100 per cent right.

This is a purely personal feeling. When I was giving up the writing of copy to handle advertising accounts in their entirety, I found it very difficult to resist re-writing most of the copy brought to me.

One day it struck me that this was due solely to the fact that nearly every copy man's stuff looks a little better to him than it possibly can to others who have not lived through its construction.

So I tried this plan: When a piece of copy is submitted to me, I ask myself, "Is this copy entitled to a mark of 75 per cent? If it is, the chances are that it is as good or better than my own effort would be."

This proved so true after I had tried it a while that I applied it next to suggestions made by clients. I have had no cause to regret working in this way.

I am trying now to have every man in my organization feel in the same way. I am convinced that only excessive personal vanity can keep any man from seeing the logic of this plan.

HOW TO "RETREAT WITH HONOR"

(8) *If you get "in a corner"—frankly admit that you want a recess to think the matter over, and come home for help.*

This idea came to me when I was selling goods on the road. For a long time I was too gentle and too inexperienced to escape being pulverized by prospective buyers who were very sure that my offering was no good.

Until I learned more about selling, I decided that whenever I found myself getting too deeply in a hole, I would make a quick getaway before my pulverization was completed, and then plan and study up until I was ready to return to the discussion well able to hold my own.

Frequently my copy men must go up against argumentative individualists for an Okay. I tell my men not to compromise their work if they feel positive that they are

right. If they cannot hold their own for the time being, I want them to say, "Mr. Jones, I feel as though I should see the value of the idea you have advanced, but somehow I cannot. I would like to think it over for a day or two and come back to you."

After further conference with an associate at our office, the copy man is either able to go back and secure the Okay or else is shown that the advertiser is right and told to act accordingly.

In addition to the foregoing general rules, we have studied out very carefully the personal characteristics of our own more important men and the personal characteristics of our clients. We have succeeded to a great extent in pairing off like-minded men, and this has speeded up Okay's in fine shape.

Simple common sense, however, keeps me from relating some of our experiences in personalities, as the problem of personality is a matter for individual study in the case of each man and each occasion when he is sent out to bring back an Okay.

Boynton Goes Higher With National Lamp Works

On March 1 N. H. Boynton, advertising manager of the National Lamp Works, East Cleveland, Ohio, became general manager of the Buckeye Sales Division, one of the important subsidiaries of the National Lamp Works, with headquarters in Cleveland. He succeeds L. P. Sawyer, who will hereafter devote all his time to executive work at Nela Park. P. B. Zimmerman has taken the position left vacant by Mr. Boynton.

Norman Lewis With Chappel-low Agency

Norman Lewis, until recently sales manager and secretary of the Scientific Products Company, Steubenville, O., has joined the copy staff of the Chappel-low Advertising Company, St. Louis. He was formerly with the Cincinnati office of the J. Walter Thompson Company and the House of Hubbell, Cleveland.

Abbott with "Christian Herald"

Lynn S. Abbott, for many years connected with advertising in the magazine field, is now with the *Christian Herald*, New York.

Any Other Claimants?

EDUCATIONAL FOUNDATIONS
NEW YORK CITY, March 2, 1918.

Editor of PRINTERS' INK:

Your article in the issue of February 28, regarding "Wilson Whiskey, That's All," brings to mind the time when Garry Haulenbeck, of the J. Walter Thompson Company, went away one night and came back within about forty-eight hours with an order for what I understood was Wilson's initial advertising.

In relating his experience he told us that when they asked him what he would say about the whiskey he said "Wilson Whiskey, That's All." He had it in mind that he would use only the name of the whiskey and not argue about it, but as he spoke he was struck with the additional words, "That's All," and immediately called their attention to that addition as making real copy out of what otherwise would be only a name.

The idea made a hit and he seemed to think that it had much to do with his closing the contract.

The writer has always been under the impression that this was the origin of the expression. Even if it has been used before, it is clearly Mr. Haulenbeck's direct invention.

The patent office records show that many people invent the same thing independently and it would take a good deal of evidence to convince me that the origin of the expression as applied to Wilson's whiskey wasn't wholly the product of Mr. Haulenbeck's appreciation of a fortunate expression.

HENRY S. CHAPIN.

C. S. Hart, Six Years With Hearst, on Creel Committee

C. S. Hart, advertising manager of *Hearst's Magazine*, New York, and formerly with *Hearst's American Sunday (Monthly) Magazine* as Western manager and advertising manager, has resigned to enter Government service. He will be director of film distribution for the Committee on Public Information, Washington.

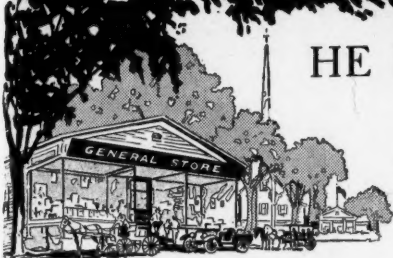
It will devolve upon Mr. Hart to co-ordinate the patriotic efforts that are being made to turn the power of motion pictures toward winning the war. In the past there has been no official direction of films on the part of the Government.

The first film to be released will show the Hog Island shipyard, in two reels. This film will be shown privately before President Wilson and Cabinet members, and after that it will be determined whether it will be released to theatres without charge.

This film will show the vast work that has been accomplished at Hog Island, ships in various stages of completion, etc. It will be tied up locally wherever shown, by giving on the screen the address of the nearest recruiting office for shipyard workers.

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Do not Overlook **FARM AND HOME'S**
Influence on the Country Storekeeper



HE READS IT

90% to 98% of the trade in towns of less than 2500 are rural buyers—*his* customers. More than 88% of *Farm and Home's*

600,000 Circulation Monthly Guaranteed

is in these towns of under 2500 population and on Rural Free Delivery Routes.

Whether your product is sold through dealers or direct, you will find it profitable to use

FARM AND HOME

The National Monthly Magazine of Rural Life

It has paid substantial dividends on advertising of merchandise sold through the country store, and it also has an excellent record on the check sheets of mail order advertisers.



The Country Store Keeper knows that *his* customers read *Farm and Home*—he aims to carry “advertised goods”—so use *Farm and Home* to carry *your* message to him—as well as to the farmers *direct*. We have complete data on this, that's yours for the asking.

PHELPS PUBLISHING COMPANY

Member of the Audit Bureau of Circulations

30 North Michigan Ave. Chicago, Ill. 6th Floor One'da Bldg. Minneapolis, Minn. 315 Fourth Ave. New York 57th Bldg. Atlanta, Ga. 1-57 Worthington St. Springfield, Mass.



Dealer Cooperation

Create consumer demand and insure dealer cooperation on **PAINTED STORE SPACES** at the expense of the advertiser.

This type of direct connective advertising has been successful in many instances, as evidenced by the results by a large number of successful national advertisers.

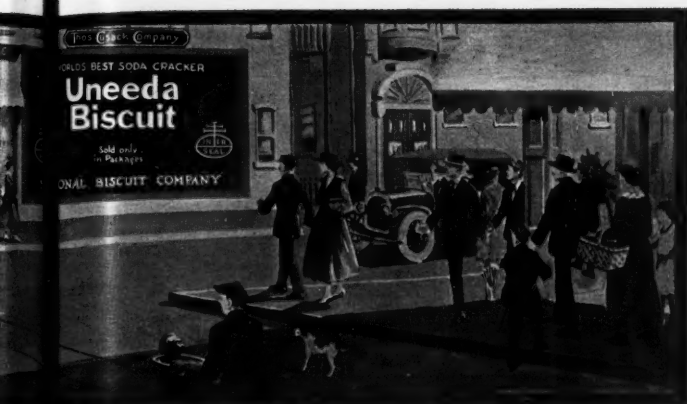
Full information gladly furnished upon request.



CHICAGO

Thos. Cus. Com.

Largest Advertising Company in the World



er Cooperation

we desire co-operation by placing your advertising
at the point of purchase.

Advertising has been used constantly with satisfying
successful national advertisers.

upon request without obligation.

Cust Company NEW YORK

Advertising Company in the World



Never a Blur or a Smear in a Million Copies

THE very purpose of multigraphing is to convey an identical message to a large number of people. If every tenth impression is indistinct, blurred, or smeared, ten per cent of your effort is wasted.

Acme Mimeograph

Insures 100% Multigraphing Efficiency

It is specially sized to take the ink from any multigraphing device with accuracy, clearness and precision and to dry instantly. The formation of the paper is even; its color and finish present a strong background against which the peculiar multigraph letters stand out in clear-cut, legible contrast.

THE WHITAKER PAPER COMPANY
CINCINNATI, OHIO

Birmingham
Bay State Division
Boston
New York Office
501 Fifth Ave.

Detroit

Atlanta
Smith, Dixon Division
Baltimore
Chicago Office
Continental and Com-
mercial Bank Building



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Let the People Play, Says Blethen

Might as Well Spend Money for Recreation Now, for We May Not Be Able to Later, His Contention

From the Seattle, Washington, *Times*
AN indignant writer in **PRINTERS' INK*** heatedly denounces as un-American, unpatriotic and unfair to the East the following advertisement, which appeared in a number of big Eastern newspapers on January 26:
 "Come to California.

WHEN COMPARISONS ARE ODIUS

"Come to California, where you can work or play golf nearly 365 days in the year."

In contrast to the conditions pictured, the writer points out that Easterners have been forced to do with a minimum of coal this winter, have "two meatless days a week and one meatless meal every

By Thurlby

day," are not playing golf because they are too busy with war work and are buying Liberty Bonds and thrift stamps.

In conclusion, he urges that the country should "forget this advertisement for the sake of the sturdy, two-fisted, clean-cut boys of California who are offering their lives that the whole world may have the freedom to enjoy the plenty now advertised by their State."

Even a friendly critic must admit that the California advertiser was "laying it on a bit thick," but the fact remains that he spoke only the truth. Out here on the Coast we have coal and fuel oil in plenty, a generous climate and plenty of meat, not because we are stinting the East,

but because this food cannot be handled by the railroads and the Government's experts have requested that the people should not penalize the cattle business by refusing to buy a product which the growers cannot market elsewhere.

But there is a reverse side to this pleasant picture, so far as Southern California is concerned.

The East has factories galore,



PORING FUN AT THE EASTERN CRITICS, IN A CARTOON OF THE SEATTLE "TIMES"

"The trains to California will be run as usual.

"Come to California and save the coal.

"Come to California, where the oversupply of fresh beef, lamb and mutton has eliminated 'meatless days.'

*The article referred to was by J. J. Geisinger and was published in **PRINTERS' INK** for Feb. 7.—[Ed. **PRINTERS' INK**.

which are working at top speed, producing unprecedented quantities of material, assuring employment for everybody who is willing to work, and spreading prosperity far and wide. Southern California has only its climate, its fine hotels, its beautiful golf links and its creature comforts. Unless it can induce Americans to enjoy these advantages, it will have no prosperity.

Conscience knows we shall have reason a-plenty before this war ends to brood over its sorrows, its privations and its tragedies. Why anticipate that hour? Why compel people, by force of public opinion, to refrain from the enjoyment of those things that California has to offer? Such a policy merely would rob Easterners of a little pleasure and California of a little prosperity.

The writer of the inflated ad to which objection is taken simply has "put his best foot foremost." He undoubtedly was tactless, but he was not untruthful. In point of fact, any Eastern manufacturer would pursue a similar course were he trying to sell the output of his factory to the Government. He certainly would not deliberately minimize the capacity of his plant or underestimate the quality of its product.

The President has a clear vision in such matters. He has urged repeatedly that the people should live normal lives, should work hard at the right time and should play hard when opportunity offered.

Wiser than the critic in **PRINTERS' INK**, Mr. Wilson realizes that next year the American people may have neither time nor inclination to play.

Arthur H. Patterson With Street & Finney

Arthur H. Patterson, for three years sales and advertising manager of the A. C. Gilbert Company, New Haven, Conn., has joined Street & Finney, Inc., New York. Before going with Gilbert, Mr. Patterson was with Hoyt's Service, Inc., and previously was with the Inland Agency, the National Packing Company and Armour & Co., all of Chicago.

"Kanelasses" Not Allowed as Trade-Mark

The American Sugar Refining Co. is the most recent addition to the list of national advertisers that have been unsuccessful in obtaining the registration as trade-marks of misspelled words. The company sought in vain to register at the United States Patent Office the word "Kanelasses" as a trade-mark for food syrup, and in the end appealed to the Court of Appeals at Washington, which is empowered to say the final word in such cases.

In disposing of the case a few days ago the court gave an opinion in part as follows: "The syrup to which this mark is applied is made from sugar cane. We think the test is whether the words 'cane molasses' would be registerable. Obviously they would not, for these words would aptly describe applicant's product, which is a cane molasses or cane syrup. We have repeatedly said that the law prohibiting such registrations could not be avoided by merely resorting to phonetic spelling. The mark 'Kanelasses' conveys and obviously was intended to convey to the purchasing public definite information as to the character of the product sold under it. Certainly any purchaser of cane molasses would be entitled to sell it under that name. It follows, therefore, that the Patent Office properly refused registration to this applicant."

Persistence of advertisers in attempting to secure trade-mark status for misspelled words is assuredly not strange, in view of the success which not infrequently crowns such effort. However, the secret lies in the fact that a trade-name to be accounted eligible must be not merely disguised by misspelling, but must be "arbitrary." This is the explanation of acceptance at the Patent Office of such misspelled words as "Tatronife," etc.

Macy Wants "Supre-Macy" as Trade-Mark

R. H. Macy & Co.'s New York department store have applied for registration of the trade-mark, "Supre-Macy."

They have used this trade-mark since May 1, 1917, on rubber, canvas and leather goods, it appears, and they have also featured it from time to time in their newspaper and store publicity.

Presumably, the results have been so satisfactory that they now intend to use the trade-mark in their merchandise and advertising generally.

Farrar Opens Own Office

Gilbert P. Farrar, who has written and lectured extensively on typographical display, has gone into business for himself in New York City and will specialize on layouts for advertising matter. He was formerly connected for five years with the Charles W. Hoyt Service and later with the Arrow Press, Inc., of New York.

THE BEST MAY

Our May issue
has closed with
more lines of
advertising than
any of the 48
Mays in our past

*No mail order adver-
tising accepted*

THE DELINEATOR

Large Increase in Number of Automobiles

Registration by States for 1917 Shows Marked Advance Everywhere Over the Previous Year. —More Than Five Million Automobiles Registered in United States.

CONCRETE and final figures showing by just how much the South has increased its importance as a market for automobiles during the past year, says *Automobile Topics*, are revealed in statistics covering total registrations for the year 1917, according to authorities which may be taken as fully reliable. Total registrations up to January 1 of the present year now are given as 5,123,874, as compared with a total on December 31, 1916, amounting to 3,602,827. Perhaps the most notable increase was that in Florida, which, by increasing her registrations from a little more than 14,000 to a round 44,000, practically tripled the number of cars registered. Oklahoma more than doubled her registrations with better than 100,000 last year, as against less than 49,000 for 1916.

California, which was fourth in rank in the 1916 census of registrations, is now placed sixth, Pennsylvania advances from fifth position to fourth, and Iowa goes up from sixth in rank of cars registered to fifth. New York remains in first place on a similar basis, and, as in former years, Ohio comes in second, followed by Illinois. A classification of cars above and below \$500 reveals 2,066,550 in the latter class.

List of states and the number of cars registered in each for the two respective years follows:

State	1917	1916
Alabama	32,083	22,354
Arizona	19,890	11,760
Arkansas	28,862	15,312
California	280,000	230,652
Colorado	67,500	44,176
Connecticut	74,645	56,048
Delaware	10,700	7,102
Dist. of Columbia	33,600	18,000
Florida	44,000	14,187
Georgia	72,500	47,578

Idaho	24,716	13,000
Illinois	340,292	248,429
Indiana	192,000	139,138
Iowa	282,134	198,587
Kansas	160,857	116,877
Kentucky	47,000	31,000
Louisiana	28,700	16,800
Maine	41,917	28,982
Maryland	65,488	45,557
Massachusetts	174,274	136,809
Michigan	227,545	159,729
Minnesota	191,000	138,000
Mississippi	22,000	13,000
Missouri	151,269	107,865
Montana	42,749	24,581
Nebraska	148,101	101,201
Nevada	6,885	4,676
New Hampshire	22,267	17,508
New Jersey	134,964	104,341
New Mexico	14,086	7,500
New York	401,950	314,148
North Carolina	55,950	35,160
North Dakota	62,994	40,447
Ohio	350,618	255,428
Oklahoma	100,199	48,725
Oregon	48,632	39,317
Pennsylvania	325,153	230,648
Rhode Island	36,000	21,406
South Carolina	38,352	15,000
South Dakota	67,158	44,262
Tennessee	48,258	31,000
Texas	197,890	130,000
Utah	21,737	13,507
Vermont	20,367	13,671
Virginia	55,561	35,426
Washington	93,722	68,716
West Virginia	31,275	20,437
Wisconsin	164,531	115,645
Wyoming	12,523	7,125

5,123,874 3,602,827

Some Advertisers in Canada Must Revise Container Names

A recent order of the Canadian Government prohibits the use of the terms pints, quarts, gallons, etc., to any measures other than those of full "Imperial" measure. All "wine" measures must be designated in some other manner, as small, medium, large, 10-cent, 25-cent size. Penalties are imposed for infractions, and the order applies to all containers, tin, glass, stoneware, etc. United States products will be particularly affected, as the order applies to all oils, paints, vinegars, condiments, oysters, etc.

Dodd, Du Bosque Co., Inc., New Agency Name

The name of the New York agency of J. D. Barnhill, Inc., was changed March 1 to the Dodd, Du Bosque Company, Inc. The officers are Philip S. Dodd, president; Clayton Du Bosque, vice-president and treasurer; William T. Andrews, secretary.

Joins Weil-Biow-Weill

Lester Douglas, a type specialist, has joined the staff of Weil-Biow-Weill, advertising agency of New York.

An interesting statement showing the circulation of

The Philadelphia Bulletin

before and after the advance from 1c to 2c a copy

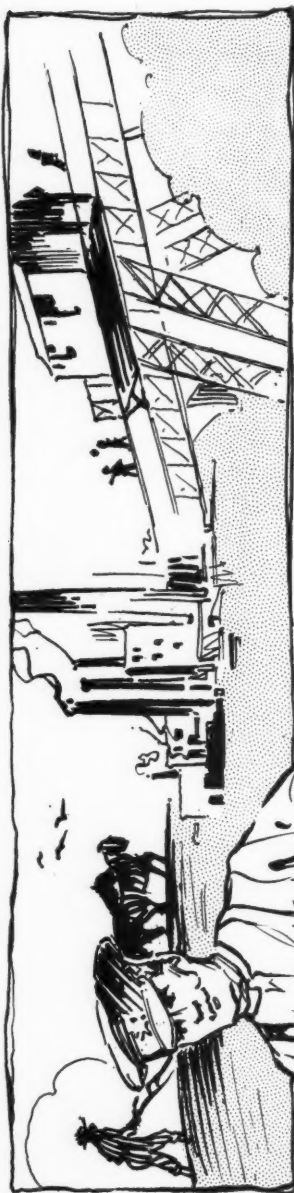
Monthly Average	1916	1917	1918
January	382,175	416,647	375,486
February	397,679	*349,497	401,039
March	408,070	363,965	
April	408,593	389,734	
May	395,705	370,823	
June	404,759	358,191	
July	397,053	356,167	
August	398,544	351,976	
September	405,980	352,273	
October	407,693	364,637	
November	415,916	366,435	
December	408,842	370,221	
Yearly Average	402,644	367,766	

*All Philadelphia papers increased from 1c to 2c a copy.

"That the people of Philadelphia (the third largest market in the United States) and its vicinity appreciate the endeavors of 'The Bulletin' to give them all the news of the day as exactly, as impartially and as unsensationally as it can be laid before them, is attested by the fact that the name of 'The Bulletin' is a household word among them."

New York Office.....Dan A. Carroll, Tribune Building
Chicago Office.....J. E. Verree, Steger Building
Detroit Office.....C. L. Weaver, 11 Lafayette Boulevard

"In Philadelphia nearly everybody reads The Bulletin"



Overalls & Uniforms

Canada Did Not Stop Work to Fight

WHEN Jack Canuck put on his uniform, he did not discard his overalls. Business, trade, industry in Canada have not been allowed to suffer because over 400,000 young men went to war. Those at home work harder. Canada's imports, exports, savings, production, trade, are growing every month. And in addition to fighting, Canada has some big undertakings under way. We

The Canadian Government is spending 12,000,000,000 per day. Five hundred million dollars on wharves and terminals on both oceans in an effort to increase capacity, turning Canadian wheat into



imports, exports, savings, production, trade, are growing every month. And in addition to fighting, Canada has some big undertakings under way. We of 12,000 boats per day. Five hundred flour mills in Canada are working to capacity, turning Canadian wheat into Canadian flour.

¶ Canada is on her way to becoming the world's greatest Paper-making country. The Pulp and Paper Mills in Canada have only one problem—constantly to increase their capacity.

¶ The Steel and Iron industries of Canada are striving to keep pace with the demands of war and industry in the shape of munitions, ship plates, iron rails, etc.

The Canadian Government is spending millions of dollars on wharves and terminals on both oceans in an effort to properly accommodate Canadian rapidly expanding overseas trade.

¶ The only refinery in the world treating five kinds of minerals is located in Canada. The variety and extent of Canada's mineral resources can hardly be estimated and the development is greater than ever before.

¶ The largest flour mill in the British Empire is in Canada. It has a capacity

AND the people who are doing these things and being paid for them read Canadian Newspapers. They buy the articles advertised therein—in fact no “foreign” market in the world is so easy of access—so profitable—so satisfactory—as YOU will find the Canadian market to be.

Any newspaper (or its representatives in New York and Chicago) in the list below, will be pleased to receive and answer fully, your enquiries regarding the actual and potential market for your goods among their readers.

City	Population	Publication	City	Population	Publication
Halifax	33,000	HERALD & MAIL	Saskatoon	21,054	STAR
Montreal	690,000	GAZETTE			PHOENIX
		STAR	Calgary	56,302	HERALD
St. John	55,000	STANDARD	Edmonton	53,794	ALBERTAN
Quebec	100,000	TELEGRAPH			JOURNAL
Ottawa	101,795	JOURNAL-PRESS	Vancouver	97,995	BULLETIN
		CITIZEN	Victoria	45,000	SUN
					COLONIST

NOTE—This advertisement is one of a series of twelve, all of which contain valuable information and data on Canada under war conditions. They have been prepared in portfolio form. Any of the Newspapers named above will send you a portfolio free upon application. Write for it.

Prepared by SMITH, DENNE & MOORE, Limited, Advertising Agency, Toronto and Montreal.

The Pendulum Swings Eastward

The world looks to the East today with troubled eyes. The German threat in Russia opens up a whole new vista. Once again war interest has swung to the Orient. The possibilities in the Russian turmoil outrun the most active imagination.

At such a time, men seek for some sure ground of knowledge in the shifting sands of conjecture. They must know and know definitely what it all means, what forces are at work behind those screens of silence in the East.

At such a time, the tangible worth of the one magazine that is in constant touch with affairs Oriental is most evident.

ASIA

with its unequalled facilities for gathering the truth about the trans-Pacific situation is today the clearing-house of the best that is written about the Orient.

As men of affairs everywhere are realizing the import of this latest development in the world drama so they are turning to ASIA, the interpreter of that development.

At such a time, can you neglect the opportunity this gives you to tell your business story to so influential an audience?

AMERICAN ASIATIC ASSOCIATION
627 LEXINGTON AVENUE
NEW YORK

Price of Carborundum Goes Down Fast as Demand Grows

Advertising's Part in Bringing the Cost of Valuable Product Within Reach of Average Individual

By C. B. McCuaig

IN 1893 the total production of the Carborundum Company was fifty pounds of an abrasive which sold at 40 cents a carat or \$880 a pound, with the supply exceeding the demand. To-day the same company is making upwards of 2,000,000 pounds a month and the demand exceeds the supply.

Needless to say the first price was not maintained else the company would own the earth, but in between the two periods is a merchandising story which would make good fiction, of scientists who performed the impossible, of a selling organization which won out in face of the hardest kind of prejudice, of men who didn't know when they were "licked."

Edward Goodrich Acheson, a chemist in a little Pennsylvania town, created carborundum, and I use the word advisedly. He was experimenting with electric currents. One day he placed some clay and crushed coke in a little iron bowl such as plumbers use and into the mixture thrust a wire to which a connection was made to one pole of a dynamo. When he pulled out the carbon some little blue, shiny crystals stuck to it.

The experimenter played with them. He found that they were amazingly hard and sharp. They would cut glass. Mr. Acheson made more crystals until he had enough to fill a small vial which he stuck in his vest pocket and took to New York. He thought he had found an abrasive which would replace diamond dust for gem polishing. Dr. Kuntz, a noted gem expert, confirmed his belief and Mr. Acheson carried back with him orders for 10 carats of the crystals. On the strength of this order the Carborundum Company was formed.

Now all this has nothing to do with advertising, but please read on, for it is needful that you should know something of the history of Carborundum to understand its merchandising. To my mind it demonstrates quite forcefully how a good article may go begging without the right kind of selling, and then forge ahead by leaps and bounds when the proper force is applied.

The company built a small furnace at Monongahela, Pa., using 135 h.p. of electricity, and after quite a long time was turning out 15,000 pounds a year, sold mostly for the rough polishing of gems. The manufacturers of dental supplies heard about it accidentally and began using it for the instruments of torture by which teeth are drilled, but apparently the rest of the world, though in actual need of the new abrasive, knew nothing about its existence. Then the little company took a long chance and moved to Niagara Falls, N. Y., contracting for 1,000 electrical horsepower.

About this time Mellon interests of Pittsburgh became connected with the company and they sent up Frank W. Haskell as their representative. Mr. Haskell is now president of the company. He is one of those financial men who are also quick to grasp selling opportunities. He foresaw the tremendous demand for Carborundum and began to develop it along good sound merchandising lines, particularly to introduce it for industrial use. It was hard work. Manufacturers had been using emery and they saw no reason to change. It called for actual demonstration in each particular case. It was hard selling.

Even in the placing of advertising they were faced with doubt-

ers. Francis D. Bowman, advertising manager of the company, told me about the first advertisement.

"It was sent to the *American Machinist*," he said, "and the copy made certain claims that were really conservative, that the abrasive was made from only sand, coke, sawdust and salt and was

You see it was an absolutely new product, and it was necessary to tell people just what it was. It was backed by intensive selling and 'show-'em' arguments, but it was a hard job at first."

At this point I want to run ahead of my story and tell of Carborundum's present merchandising methods, for it will also

serve to show how the company's present world-wide distribution has been obtained. I think I can find the key-note in the attitude of the man who directs the publicity. Whether he caught it from the organization or the organization caught it from him I do not know, but it is there, nevertheless. It is summed up in Mr. Bowman's reply when I told him why I had come to see him:

"I don't know a thing about advertising outside of this one particular business," he told me. "It is the salesmen out in the field who supply the real thought for our campaign. My job is simply to see with their eyes and present the thoughts they give me in the best way I can. I try to keep in close personal touch with every salesman on the road—that is all. I do not flatter myself that I have any God-given insight into the work-

ings of the human mind. I believe that a good bright salesman calling every day on the boot and shoe trade has a better idea of the kind of copy which will appeal to the boot and shoe manufacturer than I have. I thrash it out with him, get his ideas and take advantage of his intimate touch with the trade.

"Our copy is fact stuff all the way

Sharp Tools for Your Boys—
Carborundum Sharpening Stones
Carborundum Niagara Grinders

Make it always possible to have keen, smooth, fast-cutting tools in the Manual Training shop. Carborundum cuts so quickly—it's so hard and so sharp—that it produces an edge quickly, and the boys need spend but little effort in keeping edge tools on the job. Carborundum Niagara Grinders are student proof. They are well made, strong, durable, easy running and every machine is equipped with a Carborundum wheel and a grinding guide.

Write for sample Carborundum Pocket Stone and the complete catalog.

Carborundum Sharpening Stones and Grinders are sold by all hardware dealers.

The Carborundum Company
 Niagara Falls, N. Y.

New York Chicago Boston Philadelphia Baltimore Cleveland Milwaukee Cincinnati Grand Rapids

COPY TO HELP HARDWARE DEALERS SELL THE SHARPENING STONES

second only to diamond in hardness, that it would cut costs. They questioned the copy and refused to publish it until they had sent up an investigator to substantiate our claims. Now John McGhie calls about once a week to get us to use two pages instead of one.

"The early carborundum advertising was general in its appeal.

through. The salesmen even get the pictures which illustrate our copy, and the copy itself is based on real production figures. By this means we get the true trade atmosphere in our advertising. We think the copy rings true. We do not show a man working at a machine in a way the boss would fire him for in real life. All our illustrations are made from real photographs of real workmen at their every-day work, and the copy, we believe, is crisp selling talk such as the highly specialized salesman would use in talking to his trade."

line of trade they handle. For instance, the man who is selling boot and shoe manufacturers does not call on automobile makers or marble workers. They work from the nine branch stores located in the larger cities and from headquarters. Besides this force there is a large selling organization composed of men who handle the Carborundum sharpening stones and call on hardware dealers.

"It was the original intention simply to manufacture Carborundum," said Mr. Bowman, "but the company was forced to extend its field by the fact that makers of



**The Man who runs
your Paper Cutting
Machine**

HE is neither printer nor binder. He is an all important link between. You depend upon him to produce clean, accurately and smoothly cut stock, so it's up to you to help him keep his knives right. He needs in his equipment the

Carborundum Machine Knife Stone

It will keep the blades keen and smooth cutting—it will save time and save stock and lessen the need of grinding. It will put an edge on the knives and keep it there, for there is nothing harder, sharper, faster-cutting than Carborundum, the greatest of all sharpening agents.

*Carborundum Machine Knife Stones can be had from
hardware dealers or direct, \$1.50.*

The Carborundum Company, Niagara Falls, N. Y.
New York Chicago Philadelphia Cleveland Cincinnati Pittsburgh Boston Milwaukee Grand Rapids

"FACT STUFF," BOTH IN ILLUSTRATION AND TEXT, IS USED IN ALL THE TECHNICAL JOURNAL ADVERTISING

The Carborundum copy is all designed and written at the home office. At the present time upwards of forty business-papers are used, reaching the many lines of manufacture in which grinding wheels are necessary and a few to help the sale of Carborundum sharpening stones sold through hardware dealers. The selling organization is world-reaching. The company has branch factories in England, France and Canada, and in Germany. The sales force is composed of a large number of salesmen who are specialists in the

grinding wheels were unwilling to use it. This was a serious problem in the development of the business. We were finally forced to make the wheels ourselves in order to supply the market. Our general catalogue now shows wheels suitable to every known type of grinding machine and to practically every industry, to say nothing of the thousands of special designs. Carborundum grinding wheels are used for practically everything from peeling potatoes to grinding automobile parts. They have revolutionized a score of in-

dustries such as the marble trade, where work was formerly done by hand and is now done by the Carborundum wheel."

I asked Mr. Bowman what his company was doing along the lines of direct-by-mail advertising. He replied that the company's circulars and booklets were in the nature of dealers' helps, and some idea of the magnitude of this one branch of their advertising campaign can be gathered from the fact that they have a private printing plant employing four presses which are used only for imprinting booklets and circulars.

This is the way Carborundum grinding wheels and sharpening stones are advertised to-day, and the same policy has been followed for several years, the scope of the advertising being a more or less gradual growth.

REDUCED PRICE BROUGHT MERCHANDISING PROBLEMS

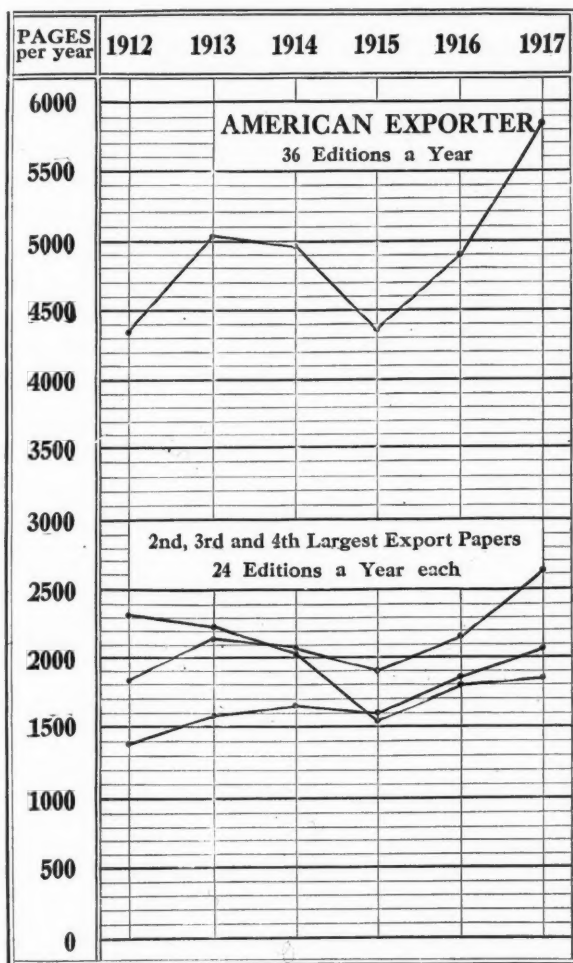
There were many snags in the course of the merchandising of the new abrasive. One was the matter of price. When Carborundum was first sold it was in competition only with diamond powder, which sold for something like 70 cents a carat. Improved methods increased the output and the price was hammered down until it reached 20 cents a carat or \$440 a pound. After the plant was moved to Niagara Falls the output was increased to 900 tons a year, and the question of marketing was a serious problem. After all the small, high-priced fields had been thoroughly exploited, there was but one course left—to meet cheap emery on its own ground. But a pound of Carborundum could not be produced for the price a pound of emery was sold for. It simmered down to a straight selling problem, to convince users of abrasives that a pound of Carborundum would do more work and faster work than a pound of emery, hence the intensive selling campaign previously described.

With a reduced price on the product, one of the first fields tackled was granite polishing.

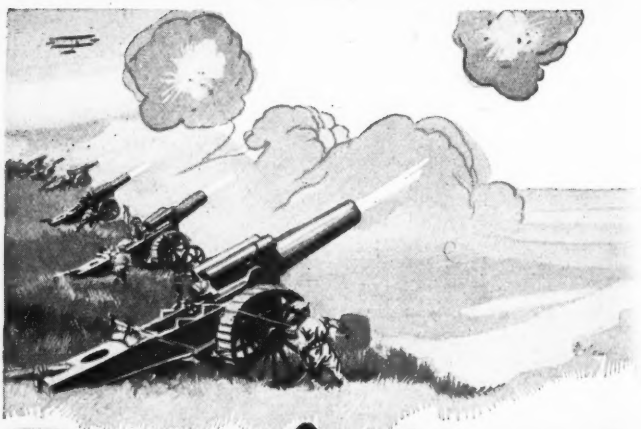
The granite polisher paid about four cents a pound for emery and twelve cents a pound for Carborundum. This advantage in price was overcome by actual demonstrations that the efficiency of the latter in granite polishing was from six to eight times that of emery. And so it went with all the various industries. Each one had to be "sold" on the efficiency of the new abrasive in its own particular line, by slow, uphill, intensive selling effort, and now that Carborundum is so generally used that the word has a place in Webster's dictionary the same methods are employed. The manufacturer knows about Carborundum now, but it does him good to see it demonstrated in his own plant.

But the enlarged field of sales had its disadvantages. Within three months after the company began to sell to valve grinders at \$10 a pound sales to jewelers at \$440 a pound entirely ceased. Instead of paying the long price which it was necessary to charge in the days of small production and high cost, the jeweler sent around to the valve-grinder and bought what he needed. The valve-grinder would sell two ounces at cut rates compared to the price the company had formerly been forced to charge. And in the same way when the granite polisher and the steel ball-maker began to buy the ton at 12 cents a pound the valve-grinder stopped paying the long price. In every instance the small high-priced trade disappeared before the large low-priced trade. To cut a long story short, the price dropped as the production increased until the precious crystals which once were weighed out by the carat are now sold in carloads at \$80 a ton and clerks in the Carborundum office use paperweights which a few years ago would have been worth, a small fortune.

The sale of grinding wheels is only half of Carborundum merchandising. There is also the marketing of sharpening stones. These are used for as many pur-



Aggregate number of pages of paid advertising per year in the **AMERICAN EXPORTER** compared with other export papers.



Persistent

Cloth-bound booklets or catalogs are persistent salesmen. They keep hammering away because they stay in sight and at hand. Time and again they reach the attention of the prospect, while paper-covered printing is seen but once and then discarded.

Your cloth-bound booklet or catalog may not be received at the exact moment its suggestions can be acted upon. But when the time comes for action it will be there to represent, explain and help sell your goods.

Any printer or binder will show you samples of



Interlaken
Book Cloth The standard since 1883

Write today for our cloth-bound booklet, "Getting Your Booklet Across." It gives some interesting facts about the economy of cloth covers. Address Interlaken Mills, Providence, R. I.

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"We have not used national advertising to any great extent in the sale of sharpening stones," said Mr. Bowman. "Instead we pin our faith to dealer helps—attractive packages, signs, banners, cut-outs, and we go the limit on window displays. Our whole campaign in this field is aimed at helping the dealer. We want to keep in the closest possible touch with him. In the larger store the man who is really pushing our business is the one who actually sells the goods, the man behind the counter. We try in many ways to show him we appreciate his efforts and to get into personal touch with him."

NOVEL METHOD OF GAINING DEALER FRIENDS

"But how can you do it?" I asked, for I knew that establishing a bond of interest with the dealer and clerk in the hope that they would push the sale of a trade-marked brand has been the aim of a good many manufacturers, and in my limited personal experience I had failed to find one who had succeeded in accomplishing much along that line.

"Oh, we don't do much. We simply try to keep in mind the fact that he is a 'regular fellow' and get to know him, that's all," grinned Mr. Bowman. "Did you ever hear of the order of Eeh-nis-kim?"

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"Well, anyhow, you've noticed that our trade-mark consists mostly of an Indian head. This, several years ago, was made the basis for the Order of Eeh-nis-kim, to membership in which all dealers and clerks who sell Carborundum are eligible, and all our salesmen are members. Candidates are proposed either by a salesman or a dealer or clerk who already belongs and when he is accepted the candidate receives a membership pin and a card. This entitles him to all of the privileges that are due a

brave in the order. Every summer during the months of July and August the Order of Eeh-nis-kim holds a camp on the banks of the Niagara. Every member is urged to attend, and spend his whole vacation at the camp and several hundred of them show up. There are long lines of white tents, a recreation building, kitchen with three chefs on the job all the time.

"The company supplies everything except the actual grub, which is charged for at the nominal rate of a dollar a day. Each salesman is chief of the tribe in his territory. As soon as an Indian arrives he is introduced all around and in less time than it takes to tell it everybody is calling everyone else by his first name, playing tennis, baseball, boating and fishing, trap-shooting or enjoying a dip in the Niagara. In the evening everybody makes for the Recreation Building for a smoke and a game of cards or a talkfest, followed by a bit of music or a movie show. I have the honor to be Great Sachem of the Order of Eeh-nis-kim, and I want to tell you I enjoy the camp. Every newcomer to the camp is given the Medicine Degree which entitles him to the rank of Medicine Man in his tribe. It's some degree, take it from me! And if you ever get into Eeh-nis-kim you *will* take it from me!

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Another way Carborundum has of spreading the story of production by grinding is by word of mouth. The company sends out lecturers on request, and the best proof of the story they have to tell, lies in the fact that their services are constantly in demand by manual training classes, Rotary Clubs, shop organizations, ad clubs, etc. Mr. Bowman does a great deal of this work himself. On one trip he gave something like twenty-eight talks in twenty-seven days.

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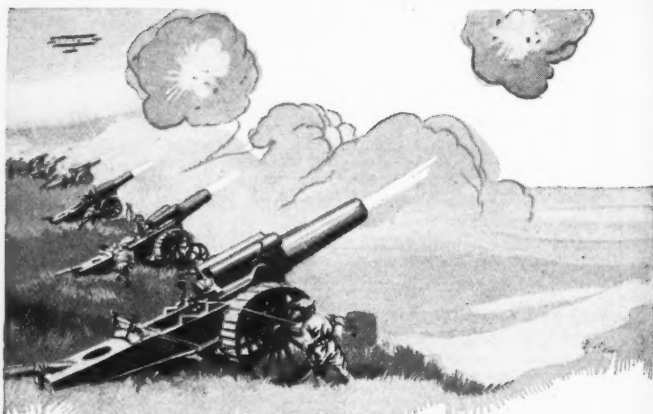
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Sell the Fruit Grower

Have you something to offer which by actual test is of material benefit to the fruit grower?

Can what you represent accentuate the growth of his products or add to the comforts of his work or home? Has it a demand? Will it be profitable? Will it please him?

Does it get right into the things in which he is interested, and give him a good, clear, definite service?

If so, go after his business. No man is more receptive to practical ideas than the fruit grower. You can reach him, and 175,000 others just like him, in

Green's

AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

AMERICAN FRUIT GROWER CO., Inc., Chicago, Ill.

Samuel Adams, Editor-Publisher.

Paul C. Stark, Associate Editor

Member Agricultural Pub. Ass'n.

Charles A. Green, Associate Editor.

Applicant for membership A.B.C.

PRINTERS' INK



Four-color reproduction from the

How Color in Advertising Selling Fibers

Color reproduction
from retouched
photograph



People read the pictures first—
Picture the article in its nature, and
approaches an actual demonstration.

Color illustration removes many possibilities—the buyer does not have to see
the article in its actual colors, but only in the

The product that cannot be easily replaced
rare. The most realistic reproduction obtained
“direct from the object;” which is in
many other mediums.

Consult us as to the best method of showing

THE MUNRO & FOR
LITHOGRAPHERS COL
416-422 WEST 33rd ST.

ADVERTISING LITERATURE, STORE WINDOW

PRINTERS' INK



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Advertising Increases Possibilities

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method of showing *your* product in color.

Three-color reproduction
direct from the object



& FORD COMPANY
COLOR PRINTERS
330 EET, NEW YORK
STORE WINDOW DISPLAY ADVERTISING

Announcement

Beginning with the April issue, 1918, WOMAN'S WORLD will give its readers a complete *Fashion and Needlework Service*.

Ten pages on the average every month, including many color pages, will be given over to the presentation of appropriate, up-to-date and practical Fashions, Needlework, Fancy Work and Crocheting Designs, for the small-town and farm woman.

WOMAN'S WORLD has elected to become the official authority for the featuring of *Peerless Patterns*, beginning with this issue, and this service will further strengthen the responsiveness of our clientele.



Fertilizer Companies Advertise Though Uncle Sam Controls

They Continue the Educational Work of Ante-Bellum Days, Shaping
Their Copy to Government Needs

THE Government now controls the distribution of agricultural chemicals and yet the nitrate interests and the fertilizer companies continue to advertise. The shortage exists because ships are lacking to transport such chemicals as nitrate of soda from the vast sources of raw supply in other countries. But the fertilizer people go on advertising in order to educate the farmer to the value of chemical fertilizer.

Among those who continue to advertise these commodities today are the American Agricultural Chemical Co. and several of its subsidiaries, the Virginia-Carolina Chemical Co., Inc., the Soil Improvement Committee of the National Fertilizer Association, the Chilean Nitrate Committee and the Nitrate Agencies Company.

One angle of the present situation that shows the private marketer's difficulties is this: Last year Congress passed a measure authorizing the Government to buy \$10,000,000 worth of nitrate of soda. This move had more than one reason behind it. It provided for the control by the Government of the disposition of all nitrates in this country, so that the supply might be apportioned fairly between the needs of munitions manufacture and agricultural purposes. In the case of nitrates for fertilizer the Government has set the price to farmers at \$75.50 per ton, f.o.b. at seaboard, a figure considerably lower than the open market price. In the absence of such restriction, it is readily appreciated that the price per ton might swiftly become a football between the munitions and agricultural demands. This would tend to discourage the farmer in using this valuable aid to production. Especially in such sections as the cotton-growing

States, where there is little or no rotation of crops, was it considered necessary to insure the supply of a chemical "driver" at a fixed cost to the grower.

The Government, therefore, is now conducting through its 3,000 county agents all over the country a canvass of the needs of the farmers, and the sales and allotments of nitrates for agricultural purposes will be determined by the figures thus obtained and the available supplies.

It would be difficult, then, to find an industry more completely under Governmental rule than that of the fertilizer manufacturers and advertisers. Nevertheless they are advertising, partly to move existing stocks, partly to keep up their years of work in the past, at the same time shaping their copy to the public necessity and the Government needs.

TO HELP KEEP RAILROADS OPEN

For example, some recent copy of different fertilizer advertisers emphasizes the need for keeping the supply of fertilizers on the move to the farms so as not to clog the distributors' storage stations, and to keep the freight cars in motion. A drive is being made to induce the dealer to order in capacity carloads, and the farmer is urged to do his part by getting his order in early and by keeping it moving to the farms.

"Haul a load each way," is a typical instance of this propaganda run by the Soil Improvement Committee of the National Fertilizer Association, showing a loaded wagon labeled "crops" going one way in the ad, while the same wagon, loaded and headed in the opposite direction, is marked "fertilizer."

"Crops must be hauled to town and fertilizers must be hauled

home," says the copy. "When you take a load to town, plan to haul a load of spring fertilizer on the return trip. Play safe and get your fertilizer stored in your own barn. War conditions have decreased the supply of fertilizer and increased the demand. Late orders may be disappointed.

"Co-operate with your dealer. Few dealers have sufficient storage space to carry large fertilizer

Thus the association seeks to hasten the movement of fertilizer, at the same time seeking to impress the farmer as to how he can help in preventing congestion of freight.

A recent advertisement of the American Agricultural Company, headed "Don't Be Crowded Off the Cars" gave the same warning. It says:

"The railroads, crowded to the limit with Government freight, require all cars loaded at least ten per cent above their marked capacity in order to handle necessary and essential freight.

"This means that every fertilizer agent must bunch his orders to make up large carloads. This takes time, and cannot be done at all unless farmers will place now their orders for immediate shipments. Agents cannot take orders at the last moment and have them shipped as they come in. They must plan ahead. If you do the same you will help the Government, the railroads, the fertilizer manufacturers and agents, and, not least of all, help yourself by making sure of your fertilizer."

Another slant on the conservation

question is found in an advertisement for the Coe-Mortimer Company, saying: "Stand in front of our boys." The idea is this: There is a great shortage in burlap, again because of the shortage of ships to haul jute from India. Burlap sandbags happen to be most useful in trench warfare for building up parapets, plugging up gaps made by Hun shellfire, etc., and in constructing hasty defenses during the "digging in" process. This fertilizer advertiser therefore

How to Make Money With Fertilizers

SAVE LABOR

It has been proven that labor on fertilized land returns 50 to 125% more than on unfertilized land, because of the greater crop secured from a given amount of labor. The hired man is costing you more than he did. Make his labor produce more by using *A. A. C. Fertilizers*.

KEEP MORE STOCK

The old fashioned way was to keep stock to make manure for the land. It was a good way too; but fertilizers, by increasing the grass and grain and forage, make it possible to *carry* more stock. *Grow* your grain with *A. A. C. Fertilizers*.

If we have no agent in your town, we want ads. Write us for nearest agent's address or ask for an agency yourself.

The Company maintains an Agricultural Service Bureau conducted by Dr. H. J. Wheeler (for many years Director of the Rhode Island State Experiment Station), whose Crop Bulletins, services and advice are free to all farmers.

The American Agricultural Chemical Co.

SECRETARY'S OFFICE

2 Rector Street, New York, N. Y.

We serve our trade from 48 points.

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DESIGNED TO SHOW THE PRIME IMPORTANCE JUST NOW
OF FARM FERTILIZER

stocks on hand. Shipments in less than capacity carloads—forty to fifty tons—are discouraged—even refused.

"Co-operate with your dealer—place your order now—enable him to combine orders and make up a full carload. When your car arrives haul as soon as possible—on one of your return trips. Take part of the fertilizer directly from the car if you can. Hasten unloading—free the car for other uses."

advises farmers to buy their fertilizers in 200-pound bags, rather than in the more convenient smaller sizes that use proportionately more material for the same given weight of fertilizer purchased.

"Every farmer can help hold the front-line trenches and 'stand in front of our boys,'" states the text. "Thousands of sandbags are required 'somewhere in France' to repair the great shell holes which are torn in the trenches by the German fire. The soldiers must slip out at night and fill the holes with sandbags, which are prepared during the day. Bags mean burlap; burlap is scarce and difficult to secure.

"Do your share to help conserve the slender stock by ordering all of your fertilizer in 200-pound bags. No real American would jeopardize the life of one of our boys for his own comfort. There is not enough burlap to go around and it is our privilege and duty to sacrifice our convenience and use all 200-pound bags this year.

"There is little hope of further supplies, for there is a shortage of ships and the Indian natives demand payment for all burlap in silver coin. Fifteen yards of burlap will carry a ton of fertilizer in 200-pound bags. It takes from one and one-half to seven yards extra to carry the same ton of goods in small bags. Save the burlap by using all big bags."

A second purpose of the manufacturers' copy is to urge the use of fertilizers as a means of growing larger crops with less labor. The farmers are being advised that at present-day prices for crops a bushel of corn or a bale of cotton will buy more fertilizer than before the war.

"It has been proved that labor on fertilized land returns 50 to 125 per cent more than on unfertilized land," says one such advertisement, "because of the greater crop secured from a given amount of labor. The hired man is costing you more than he did. Make his labor produce more by using A.A.C. Fertilizers.

"The old-fashioned way was to

keep stock to make manure for the land. It was a good way, too, but fertilizers, by increasing the grass and grain and forage, make it possible to carry more stock."

So far as the potash shortage is concerned, the situation is not so serious, according to agricultural authorities, as might appear on the surface. It is said that the years of advertising by the German Kali Company have resulted in overpotashing soils in intensively cultivated regions of this country, leaving a surplus of available potash in the soil sufficient for several years to come. Moreover the nitrate marketers have science on their side in the statement that nitrate of soda helps to render available for crop growth potash latent in about eighty per cent of the soil of our country. The more scientific phases of the subject are covered fully in the extensive follow-up literature of the nitrate association.

This, in a word, is the situation in an important industrial field today. This particular industry forms an important addition to those that continue to advertise in the face of apparently discouraging conditions.

Du Pont Arming for After the War

In line with its policy of acquiring industrial interests, to replace its munitions business when peace comes, the E. I. du Pont de Nemours Company has acquired substantial stock holdings in the General Motors Corporation and the Chevrolet Motor Company. With W. C. Durant, the du Pont company now owns a controlling interest.

The plan is for the General Motors Company to buy the Chevrolet company and operate the latter business as a department or division, similar to the Cadillac, Buick and Olds divisions.

Sergeant Kent S. Ritchie Dies of Wounds

Sergeant Kent S. Ritchie died last month in France, as a result of gunshot wounds. Before enlisting in the Indiana Field Artillery last August he was associated with the Chicago office of the *Review of Reviews*, New York, for two years. Enlisting as a private, he was soon made a corporal and after landing in France was appointed sergeant.

What the Piano Industry Can Learn from Kodak Advertising

Piano Trade Should Make a Harder Concerted Effort to Cultivate a Love of Music

From *The Musical Courier Extra*, New York.

THE advertising man of the Eastman Kodak Company, L. B. Jones, who has held this position since 1892, recently gave the basis of Kodak advertising. It is evident the policy of the Eastman Kodak Company in its publicity has been correct, and it is one which every piano man, and especially the piano manufacturer, should study.

PRINTERS' INK for February 7 gives an unusual story regarding this, and the following will explain in a measure the policy of the Eastman publicity:

"Developing this mammoth business from a modest 'standing start' has been a very simple matter, to hear L. B. Jones tell it. 'From the very beginning down to this day and hour there has been just one purpose in Kodak advertising: to sell the *idea of photography*, the art of making pictures. Everything else is subordinate to putting across the pleasure of kodakery. If we show a picture of the instrument itself, it is only so that the purchaser may know in advance what it looks like. Almost the first advertising which was run (it went on the market in 1888) showed a picture of a father down on one knee bent over the Kodak taking a picture of his little daughter.'"

Now let the piano man study this difference between advertising the Kodak through illustrations of the various styles, etc., as is the habit of the man who prepares piano publicity, and this continual talking about taking pictures, or cultivating the popularity of photography. See what a difference it would make in the piano publicity of this country if every advertisement were based upon the idea of creating a demand for music. That is the big idea in

the piano business. If people do not have a love for music, they will not want pianos, just as is shown in the Eastman company's advertising that if people do not want to take pictures, they will not want Kodaks. . . .

The piano trade never made any concerted action toward cultivating a love for music by means of publicity until the National Bureau for the Advancement of Music was organized. That is bearing wonderful fruit and it should be encouraged, it should be advanced, for it is but the thing the great Eastman company has been doing for these many years, and we see the results, not only in the Eastman business, but in all other cameras that appeal to the people.

If this same kind of publicity had been utilized by the piano industry for these past many years as regards the player-piano, if there would be this advertising at all times regarding the music that the player-piano gives to one who cannot play the piano manually, a different attitude would exist towards those instruments. The usual complaint among men who prepare advertising for the piano trade is that they have one subject to write about, or to place before the people, and that is the piano.

They never seem to realize that every time a concert is given in their own town, there is an opportunity to bring to the notice of the people through their publicity that musical phase of this or that artist's appearance which will be of value in creating a desire for music on the part of the people, whether those people have attended the concert or not. The demand for the player or the piano will follow just as has the demand for the Kodak followed through creating a desire to take photographs.



Mapping Out The Boston Canvass

Help your Boston salesmen conserve their sales energy—help them cut out all waste motion, all guesswork in connection with the Boston canvass—help them speed up their calls and get a stronger grip on their work.

The Merchandising Service Department of the Boston American will help your men map out each day's canvass, show them all the short cuts so they can make every move count. We have here **Trade Maps** which show the exact location of grocers and druggists—arranged in order of call. These maps are for the use of salesmen while in Boston.

And that is only a part of the work done by this department. We are equipped to make thorough trade investigations, to analyze local market conditions and dig up facts which will help advertisers strengthen their Boston campaigns.

Ask us how this department works—what we have done for advertisers—you'll not be obligated in any way.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

New England's Greatest Home Newspaper

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

"Brass Tack" Data for

Survey of Sales Management Practices

This survey is being made by us for the International Sales Managers' Association. It describes concrete sales plans, methods, systems and information used in over 250 lines of business. The survey is free from vague generalities, confining itself entirely to reporting facts, figures and methods in actual use. The survey is in ten loose-leaf sections as follows:

- 1—Fixing the Sales Task—Market Analysis.
- 2—Systematic Selection of Salesmen.
- 3—Salesmen's Compensation Methods.
- 4—Practical Sales Stimulation Plans.
- 5—Analysis of Successful Sales Policies.
- 6—Standardized Sales Presentation.
- 7—Building Up Mediocre Salesmen.
- 8—Routine Short-Cuts—Work Organization.
- 9—Sales Intelligence Methods.
- 10—Sales Correspondence and Systems.

The material embraced in this survey is being gathered partly through the co-operation of over 300 subscribers to the Dartnell Sales Service; by means of special correspondents, and from the data files of the Dartnell Sales Service. The first three sections are now ready. Subsequent sections will be issued at bi-weekly intervals and mailed to purchasers flat for filing in loose leaf binders sent with first section.

Among the early purchasers are Wilson & Company, Pratt & Lambert, Addressograph Co., Goodyear Tire & Rubber Co., The Upson Co., Nordyke & Marmon Co., Hercules Powder Co., etc., etc. Every sales department should have this survey.

Price of Complete Survey \$5.00 (On Approval)

This price includes ten sections (5 x 8 inches), each containing from 15 to 30 clearly printed pages, a leatheroid ring binder, and a supply of blank pages for making supplementary notes. Sent subject to return in five days.

(To an Inquirer) "The Dartnell Service has been very satisfactory and helpful to us in a number of ways. Their general letters constantly suggest new ideas of selling, for handling of salesmen, etc. We heartily recommend the Dartnell Service."

CHALMERS MOTOR CO.

Salesman's Correspondence Manual

The Western Electric Co., Simmonds Mfg. Co., Westinghouse Lamp Co., Atlas Powder Co., National Lead Co. and over 400 other discriminating concerns have endorsed this remarkable manual by furnishing salesmen and sales correspondents with copies of it. It is not a one-man book. Over 135 sales executives (subscribers to the Dartnell Sales Service) contributed experience, reports and documents for it. The manual was edited by J. C. Apple, for four years a member of the editorial staff of PRINTERS' INK, and author of many articles on business correspondence under the pen name of "Cameron McPherson." Among the subjects covered in this manual are:

How Reports Help the Salesman.

Information that Wins Home Office Good-Will. Examples of Good and Bad Letters to Office. Letters that Build Customer's Good Will. Examples of Successful Advance Letters. Working with the Advertising Department. Helping Credit Department to Help You. Words Commonly Misused, etc., etc.

This manual is much more than a treatise on letter writing—it has even greater value as a device for promoting closer co-operation between salesman and house and as an aid in solving the report problem. It helps salesmen to write clear, concise letters to the office, and business-getting, good-will building letters to customers. It is one of the very few practical books on selling that salesmen welcome and read.

Single Copy Price \$1.00—\$7.50 A Dozen

The book contains 100 pages; pocket size (5 x 7 inches) and is complete with numerous model letters, reports, letter testing chart, etc. Bound in boards. Sent with five days' examination and return privilege.

"The writer, and I am sure every one of our fellows, is getting some mighty good ideas and suggestions from your weekly News-Bulletins as well as your fortnightly service letters. They are certainly 'Bully.'"

THE UPSON COMPANY.

DARTNELL SALES SERVICE

for Sales Executives

Sales Manager's Desk Book

Contains over 200 hints, suggestions and ideas for sales managers. Multigraphed on special loose-leaf sheets. Classified for quick reference use by means of thirteen leather tabbed indexes. The following is a partial outline of contents:

Handling Salesmen: Teaching Salesmen Better Ways of Working Sales Territory; Handling the Man who writes "Smart" Letters; Keeping Salesmen in Good Physical Trim, etc., etc.

Sales Stimulation: Getting Salesmen to Sell the Full Line; Determining Dealer Quotas on Basis of Trading Radius; Suggestions for Operating Mail Order Department in Conjunction with Travelers; Letters that Keep Salesmen on their Toes.

Salesmen's Compensation: Outline of Bonus Plan; Organisation: Standard Rating Scale for Picking Salesmen Candidates based on U. S. Army methods; Use of Sales Statistician; Women in Selling.

Sales Manuals—Bulletins: List of fifty-three suggestions for making sales manuals more valuable to salesmen; the celluloid tabbed manual; Letter-folger style manuals, etc., etc.

Routine Short Cuts: Salesman's Report that Visualizes Month's Work; Plan for Keeping Tab on Salesman's Correspondence; Sorting Data for Salesmen; Ground Glass Plan of Routing Salesmen; Envelopes that Flag Salesmen from Hotel Mail Box; Salesmen's Correspondence Forms, etc.

Contests—Conventions: Baker-Vawter Secret Society Stunt; Contests Based on Territory Consumption Unit Basis; Contests for Salesmen's Wives; Sales Convention Stunts, etc.

Articles—Books: List of Books Relating to Selling; Names of Publishers, date and cost; List of Articles of Interest to Sales Managers appearing in business publications; List of Reports on Sales Management practice.

Advertising—Mail Lists: Getting Salesmen to Send in Names for Mailing List; How to Get "Live" Leads; Visualizing the Value of Advertising to Salesmen; Cutting Down the Waste of Dealer-Helps, etc.

Price Complete \$5.00 (On Approval)

This price includes leatheroid ring binder, set of thirteen leather indexes, with data properly arranged for immediate use. The binder and index alone would cost \$4.00 retail. Sent subject to return within five days.

The Dartnell Monthly Sales Service

Used by such concerns as National Cash Register Co., Victor Talking Machine Co., Armour & Co., Loose-Wiles Biscuit Co., and over 300 other progressive sales departments. It consists of the following four features, which together constitute the monthly service:

1—Weekly News-Bulletin for Salesmen, describing successful methods, plans and experience of salesmen in other lines. Not ginger-up bulletins, but designed to make salesmen THINK. A supply of these bulletins for all salesmen, or a master copy, go with the service.

2—Fortnightly Service Letter (every two weeks) giving news, hints and suggestions of value to sales executives and the sales department generally. These letters are punched for standard loose-leaf binder with index.

3—Monthly Report (multigraphed) on sales management practices such as bonus plans, sales contests, routing salesmen, etc. These reports are letter size, and contain all necessary sample forms, charts, and similar exhibits.

4—Use of Dartnell General Data Department in which are filed many hundred specimen salesmen's reports, manuals, house-organs, expense forms, and similar data.

The Dartnell Monthly Sales Service should not be confused with any service syndicating inspirational letters, bulletins, talks, etc., for salesmen. It deals only in actual experience and concrete plans and is entirely free from generalizations. Each Salesman's News Bulletin, for example, is built on an item of current interest, or on an actual story of sales accomplishment. They hold the same interest for your salesmen as a Printers' Ink story holds for you.

Special Offer

We will be glad to send any reader of Printers' Ink samples and full particulars of this service, or accept your order for a one month trial subscription for \$4.00 (an additional charge is made if more than two copies of the weekly news-bulletin for salesmen are required).

"I cannot praise too highly the weekly bulletins and reports you have been sending me. I shall be very much pleased to recommend your service to any firm or sales manager referred to me. You deal most effectively in realities."

A. M. BYERS COMPANY.

"The services which you render are valuable and fill a need which is not covered by any other institution. We wish to congratulate you upon the efficient way you have handled the Salesman's Correspondence Manual."

STANDARD SCALE & SUPPLY CO.

108 So. Dearborn St., Chicago

Your Dividends Today—And Tomorrow

Firms that have increased their capital to care for to-day's added business, have added to the fixed amount on which their dividends of the future must be paid.

Hence, unless they have also stabilized their sales for the future, their percentage of net profit per dollar of investment must remain a variable quantity.

The fact is that only in commodities for which a market is made and which are standardized and known by their trademarked names to the ultimate user, can a manufacturer be sure of an unfluctuating annual profit.

For the issue which is coming and which will be more sharply defined than ever, will be that of standardized versus nonstandardized merchandise.

Our study of market conditions together with our own specialized knowledge on trademarking products, advertising to consumers and merchandising to dealers makes our counsel valuable to manufacturers.

We shall be glad to get into communication with you if you are interested.

Mallory, Mitchell & Faust

(Incorporated)

Advertising and Merchandising Counsel

Security Building - - Chicago, Illinois

Established 1904



How Can I Tell My Story to the Retail Clerk?

Some Plans That Have Reached the Men and Women Behind the Counters.

BELBER TRUNK & BAG COMPANY
PHILADELPHIA, PA., Feb. 19, 1918.

Editor of PRINTERS' INK:

Will you kindly let me know whether in any of your issues within the last two or three years, you treated the subject of reaching the retail salesman?

I am under the impression that I read an article some time ago in your publication regarding the plan operated either by a manufacturer or a jobber to secure the co-operation of the man behind the counter.

Any information you might have on this subject will be very much appreciated.

ARTHUR ROSENHEIMER,
Mgr. Trade Promotion Department.

PPRINTERS' INK has published numerous articles on this subject. Records in our files describe nearly all the different methods that have been used by manufacturers at various times to gain the co-operation of retail salesmen or saleswomen. Some of these attempts failed; many of them succeeded splendidly. In reviewing this mass of material it is possible to glean certain principles that the majority of manufacturers can safely follow in enlisting the aid of clerks. The subject is timely because thousands of inexperienced retail sales people have been shoved into the ranks that have been vacated by the war.

A primary problem that is always encountered in tackling this question is how to get to the clerk. Most retailers are very much opposed to letting outsiders interfere with their sales forces. The dealer feels that his sales people should work for him and not for manufacturers. He holds that if he allows the producer of certain merchandise to exert a direct influence over his clerks, they will give too much of their time and effort to that particular line and neglect the rest of the goods that they are supposed to sell. The dealer does not like to have his employees push one line

at the expense of another, unless he, himself, wants that line favored. This attitude of the retailer kills many otherwise good plans to win the co-operation of clerks. Because of it, the giving of bonuses and prizes to clerks and similar methods which manufacturers have sometimes used to gain special favor for their products, have not met with great success.

As a matter of fact it isn't necessary for the manufacturer to pay retail sales people for selling his line. There are easier and less expensive ways of getting their assistance. The first thing to do is to get on the right side of the merchant. If his relations with you have always been profitable and friendly, he will be disposed to let you get to his clerks. He will be especially favorable to your proposition if you can convince him that what you propose to do will increase the *general efficiency* of his employees and that your efforts will help him a great deal more than they will help you.

FIELD RICH WITH POSSIBILITIES

Having won the support of the merchant, here are a few briefly summarized methods for winning the clerk:

Manuals—Booklets that tell in an attractive manner the story of a product are a splendid "help" for clerks. The "question and answer" style is probably the most readable. The technique of selling the article should be explained. Counter and window displays should be suggested. Ambitious sales people are always on the lookout for manuals of this kind.

Demonstrations—Ostensibly the purpose of a demonstration is to sell the consumer. Really, however, it also sells the dealer and his assistants. In listening day after day to the demonstrator as

she talks her goods, they pick up a great deal of helpful information. They thus learn how to sell the line themselves. The best of it is that they never realize that they are being taught.

Salesmen—A valuable by-product of the traveling salesman's spare time is the chance it gives him to cultivate the merchant's helpers. This is especially the case in small stores. A friendly recognition or a word of advice or encouragement, that takes only a minute or two, often wins the lasting friendship of a struggling clerk. Salesmen are looked up to by those working behind counters. Having so much influence the salesman should be able to do a great deal with his allies in retail stores. Often the merchant will permit him to talk to the sales force about his product. This gives him an opportunity to explain its selling features. Frequently a demonstration sale can be staged before the store's employees—the merchant acting as buyer and the salesman as seller.

Trade Paper Advertisements—These reach clerks as well as managers. If an advertisement contains a live selling suggestion, it is a common thing for retailers to cut it out and pass it around among their assistants. The more progressive merchants are constantly encouraging their employees to read the trade papers in their field.

Getting Clerks to Think—If you can get a retail salesman into the habit of studying his job, his future will take care of itself. Once he gets hold of the basic principles of selling, his progress is assured. Knowing this, many retailers are anxious to put into the hands of their employees any sort of inspirational literature that is likely to set them thinking on right lines.

Retail Sales Conventions—Here is a plan that seems to hold great promise. Getting merchants and the leading members of their sales forces together at convenient centers for a three- or four-day session, is an excellent method of acquainting them with the merits

of a line and of the best methods of selling it. This plan is only practical in the case of a heavy line that forms a large part of a retailer's business.

Correspondence Courses—These have been successfully used by a few manufacturers. It is generally regarded, though, as a difficult scheme to manage effectively.

There are, of course, other ways of reaching the retail salesman or saleswoman. Those that have been mentioned, however, are suggestive of the possibilities. It is a subject that is being continually studied and new methods are being tried out every year.—
[Ed. PRINTERS' INK.]

\$2,200 Prize Contest for W. S. S. Posters and Advertisements

In order to secure suitable posters and advertisements to promote the sale of War Savings Stamps, the War Savings Committee of New York, of which Frederic W. Allen is director, has offered prizes amounting to \$2,200 for the best ones submitted up to and including April 25. The American Institute of Graphic Arts is co-operating with the committee in this competition. A first prize of \$1000 and a second of \$300 are offered for a poster; a first prize of \$250 and a second of \$200 will be awarded for the best newspaper or magazine advertisement and cartoon; prizes of \$250 and \$200 are offered for the best car card and window card. Following the competition an exhibition of the prize-winners and a hundred or more selected entries will be held in New York and other cities. The committee of award includes Charles Dana Gibson, chairman; Frederic W. Allen, Earnest Elmo Calkins, of Calkins & Holden; Heyworth Campbell, art director of *Vogue* and *Vanity Fair*; J. H. Chapin, art director of *Scribner's Magazine*; Professor Arthur W. Dow, of Columbia University; Finley Peter Dunne, of *Collier's Weekly*; Ray Greenleaf, art director of *Ward & Gow*; Matlack Price, author of "Posters"; Adolph Treidler, poster artist; Douglas Volk, chairman art committee of National Arts Club, and Clarence H. White, president Pictorial Photographers of America. Detailed information can be obtained from the War Savings Committee, Emigrant Savings Bank Building, in Chambers Street. Entries should be addressed to "W. S. S. Competition, American Institute of Graphic Arts, 119 East 19th St., New York."

Howard E. Sands, advertising manager of Henry Sonneborn & Co., Inc., Baltimore, has been elected a director of the company.

Drastic Reduction in Number of Colors in Textiles

Color Card Association Cuts the List from 3,000 to 128—War-Time Economy Move

ADVERTISERS whose goods are made up of colored fabrics will find their overhead sharply reduced, if they follow the lead of the Textile Color Card Association of the United States, Inc. This association has adopted 128 standard colors. The significance of this step is readily seen when it is stated that about 3,000 colors and shades have been employed in the manufacture of textiles.

In their efforts to give the American public what it thinks it wants the textile and millinery manufacturers a short time ago found that they were turning out a very large number of varicolored fabrics, for which only a limited retail demand could be created through advertising. The department and other dry-goods stores complained that at the end of each season they had on hand hundreds, and even thousands of yards of dress goods which remained unsold and which had to be sacrificed on the bargain counter for whatever they would bring. The evil became so great, due to a desire on the part of each manufacturer to outdo his competitors in color variety, that in 1915 the Textile Color Card Association of the United States, Inc., was organized to provide a remedy.

The problem before the association presented many difficulties. Of course, no single manufacturer produced the entire number of 3,000 colors and shades each year. This would be practically impossible, but the entire range could be found if persistent search were made among the output of all the mills. A few of the colors invariably became the vogue each season. For a number of years French manufacturers have issued color cards for the benefit of jobbers, retailers and dressmakers. Some of them have shown as

many as 142 different shades or colors.

Another difficulty presented was that there was no definite color standard. No two manufacturers agreed upon the names or shades employed. Hence retailers experienced all kinds of trouble when they undertook to match the colors of goods of different mills. For instance, when navy blue goods were ordered from two or more manufacturers they were rarely of the same depth of color.

TWENTY-THREE "SHADES" OF WHITE

The first step taken by the association to solve the color problem was to invite the members, who included 200 or more of the leading woolen, cotton and silk manufacturers of the country, to submit to a committee of color experts samples of all the colors they employed in textile production. The number and variety submitted were astonishing. There were twenty-three shades of "white" alone. The cotton manufacturers were the most conservative in the number of colors they employed and the millinery manufacturers the most prodigal.

From a study of the thousands of samples contributed the committee finally decided upon 128 staple standard colors, which are now recognized as authoritative and are employed by practically all manufacturers of textiles throughout the country. A color card containing them has been issued for their guidance. A supplementary or seasonal card containing forty-two colors, including a limited number of novelty shades, is issued twice a year. These cards are sold to the public at a price that only about covers the cost of the eleven yards of ribbon which they contain. In talking about the advantages that have accrued to both manufacturers and dealers

through color standardization and the limiting of fancy shades, E. J. Reading, secretary of the Textile Color Card Association, said to a representative of PRINTERS' INK:

"Since the adoption of the American color card standard the manufacturer is no longer tempted to waste effort and material in turning out a large number of fancy colored weaves that can at best have but a limited sale, and can concentrate upon staple goods that have found permanent favor in the eyes of the public. The department stores can now carry a compact stock, including a few novelties, for which there is a constant sale. The merchant no longer finds it necessary to load down his shelves with a lot of dress-goods patterns that can have but a brief demand.

"The advantages to the customer are correspondingly large. The standardization of colors and their adoption by the manufacturers of millinery fabrics, hosiery and other goods now enable a woman to select hats, gloves, trimmings and even shoes to match her dress material from the stock of a single department store.

"Our association was not established to make money, but to benefit the entire textile trade. Our aim is to forecast for each season a limited line of the best shades, all of which are safe, rather than a large line of fancy shades, some of which may not prove popular. What we have done has met the approval of nearly every manufacturer in the country. Although we were practically forced to do what we have by the war, yet all agree that war or no war the standardization of colors has been one of the most beneficial things that could have been devised. Manufacturers have found that the adoption of the color card has saved them money. Candy manufacturers, sign painters and advertising agencies are among those outside the textile industry who have found it helpful.

"When the war stopped the shipment of dyes to America from Germany, our chemists went to

work on the problem of making dyes here. They have been so successful in their efforts that they can now produce dyes that are equal to and, in some cases, even surpass those made in Germany. There are very few that still baffle the skill of the chemists."

Advertising for Bulk Goods

To a letter recently received by PRINTERS' INK from the Sherer-Gillett Company, of Chicago, was attached a circular outlining a plan for the selling of bulk goods. It was headed "A Message for the Grocer Who Thinks," and read:

"An Evanston, Illinois, grocer said the other day—I am making a hit with my customers over the phone. When they say send me a package of crackers, I say to them—how would you like to buy the same crackers in bulk? You get 16 oz. in bulk for 20 cents and in the package you get 9¾ oz. of the same thing for 20 cents. They invariably thank me and buy them in bulk.

"These are days when people want to economize.

"If the grocer shows them how to get good clean goods and make a good clean saving, that grocer is their friend.

"You may want to recommend to your customer some other article than crackers, such as beans, rice, prunes, cornmeal, etc.—but you surely can find in your stock certain articles which *pay you a better profit in bulk* than in package and yet enable you to give the consumer more goods of equal quality for the same money.

"Also, you are in position to say to your customer, 'come in and see the clean and sanitary manner in which our bulk groceries are kept.'

"Begin now to make friends of your customers by showing them in regard to some one thing that you are in position to save them money by furnishing that article from bulk. When you do that thing, you will—save money for them—make money for yourself and make many good friends.

"TRY IT TO-DAY—Make a January campaign along this line and see your sales grow."

The circular was unsigned.

Corn Syrup for War Bread

The recent order of the Canadian Government prohibiting the manufacture of other than "war bread" is being capitalized in grocery trade paper advertising of the Canada Starch Company, Limited, maker of Crown Brand Corn Syrup. The grocer is told to remind his customer that "War bread will be delicious when spread with Crown Brand Corn Syrup," and is also told that this syrup contains no wheat or sugar cane, and is therefore itself in line with the recommendations of the Food Controller.

These Reasonable Rates for Advertising Space in

NUGENT'S

The Garment Weekly

No. of Insertions	Page Space	½-Page Space	¼-Page Space
Single	\$75.00	\$45.00	\$25.00
Three	70.00	40.00	22.00
Six	65.00	35.00	20.00
Twelve	} 60.00	33.00	18.00
Thirteen			
Twenty-four	} 55.00	30.00	17.00
Twenty-six			
Fifty-two	50.00	28.00	15.00

Card Contracts and Addi- tional Display Space Rates

No. of Insertions	Card	Page	½-Page	¼-Page
Single	\$10.00	\$75.00	\$45.00	\$25.00
Thirteen	9.00	65.00	35.00	20.00
Twenty-six	8.00	60.00	33.00	18.00
Fifty-two	7.00	55.00	30.00	17.00

When display space is used publishers to have option of dropping card advertisement or of running standing copy without change. If change of copy is called for by customer in card advertisement same is to be charged for at contract rate.

Additional Information on Request

THE ALLEN-NUGENT CO.
1182 BROADWAY . . . NEW YORK

The Burroughs



Bankers are Good Readers When They Read

It takes exactly two things to get high reader-interest among bankers.

It takes a good periodical, reaching bankers.

The better the periodical—in editorial character, appearance, alert open-mindedness—the higher will be the reader-interest. When the advertiser sees those things at their best in a given field he wants to know, next, about the circulation.

Here is where The Burroughs Clearing House stands—in both regards:

Reader-Interest:

Convincing proof of the high reader-interest of The Burroughs Clearing House is available to anyone who wants to reach bankers with an advertising message. And it is in the form of data which you will accept.

Clearing House

DETROIT MICHIGAN



An excellent first step towards acquaintance with The Clearing House is to ask for copies of some recent issues. You will quickly see why we can offer to prove a reader-interest that is unusually high for the field.

Circulation:

Proof of the Clearing House's 100% circulation to banks in the United States, Canada, and certain other countries, is also available. In many banks it is received by more than one officer, and in most banks each copy has more than one reader.

The men who get the Clearing House are officers—cashiers or higher—and particularly the men who have most to do with the bank's buying.

It is impossible to cover this field with any combination of banking magazines which omits The Clearing House.

And the Rates

Fifty percent lower per page per thousand than the average of other publications which are in—but do not cover—the field.

The Burroughs Clearing House

DETROIT, MICHIGAN

REPRESENTATIVES: New York, A. H. Loucks, 217 Broadway. Chicago, W. F. Holliday, 643 Marquette Building. Kansas City, H. H. Ohlmacher, Firestone Building. Atlanta, D. D. Peete, 421 Hurt Building. San Francisco, W. W. Cooley, 835 Phelan Building.



Of Interest Only to those Concerned with the Sale of Motor Trucks

A series of articles showing textile manufacturers how to employ motor trucks to overcome many transportation handicaps they have been laboring under, began in the March 2nd issue. Subsequent installments will appear in the April 6th and May 4th issues. The articles are the real thing—right up to T. W. J. standard. There are some truck manufacturers "cashing in" by running their advertisements in the same issues. Two more issues left and a lot more truck manufacturers. Better get details S. O. S.

Textile World Journal

*Audit Bureau of Circulations
Associated Business Papers, Inc.*

New York

Strong Campaign to Raise 250,000 Shipyard Volunteers

Extensive Advertising Begun in the March Magazines and Other Publications

EDWARD N. HURLEY, chairman of the United States Shipping Board, told a New York audience on Sunday night that the Government had practically completed 130 shipyards, equipped with 700 ways, and already employing 500,000 men. This month it is expected that twenty-six ships will be placed in commission, and that thirty-four others will be launched. There is a present need, he said, for 250,000 volunteers who stand ready to work in the shipyards when wanted.

W. H. Johns, chairman of the Division of Advertising of the Committee on Public Information, at the luncheon of the Six Point League held last week briefly outlined the advertising campaign which is being launched this month to secure these volunteers for the Government. From information furnished on this occasion, and from additional data given to PRINTERS' INK, it appears that Chairman Hurley and several of his assistants came to New York early in February for a conference with the Committee of the Division of Advertising, on which occasion Mr. Hurley emphasized the great need of thousands of skilled machinists, carpenters, erectors and other mechanics in the various shipyards, and asked the committee's aid in securing them. Mr. Johns assured Mr. Hurley that the advertising men of the

country could be depended upon to do their part.

The latest development in connection with the drive for workmen is seen in the appointment of C. S. Hart as director of film distribution for the Committee on Public Information. The first film Mr. Hart will release, for showing in picture theatres generally, will relate to Hog Island, showing the tremendous work already accomplished and the need for men to build the ships.

As regards periodical advertising, it was finally decided that a campaign in behalf of the Shipping Board should be in-



A Worker's Sledge Will Beat Them

American workmen are going to win this war.

They are going to win it by building ships—building them faster than the U. Boats can sink them—building enough of them to carry millions of men and guns to France.

The sledges of workers will crush the submarine.

Will YOU help?

Will you enroll your name as a Shipyard Volunteer—ready to go into a Government Shipyard when you are called?

You need not have worked at shipbuilding before. Ships are standardized today, and built like automobiles. Blacksmiths, Bulwainers, Carpenters, Electricians, Metal Workers, Welders, Moulders, Riveters, Upholsterers—hundreds of peace trades are wanted.

You will have a steady job—at high wages. The Government is spending millions to provide good houses for you. You will wear a Badge of Honor, and receive a Certificate showing that you are doing your duty for your country, just the same as a man in the trenches.

Enroll today—you will not be called until your job is ready. The Government is asking for 250,000 names of workers. How about YOURS?



This Badge of Honor to be given every U. S. Shipyard Volunteer

U. S. Shipyard Volunteers

Public Service Reserve

U. S. Shipping Board

U. S. Department of Labor

FOR THE WINNING OF THE WAR

This space contributed by the Publisher through the Division of Advertising of the U. S. Committee on Public Information.

REWARD IN HONOR TO BE GIVEN

U. S. Shipyard Volunteer

Please send no further correspondence about enrolling in the United States Shipyard Volunteer

Name _____

Address _____

Trade _____

VIRILE TYPE OF ADVERTISING APPEAL

augured this month and be continued until May. The general advertising agencies of New York immediately began the preparation of copy and illustrations for the advertisements. By the end of February the work was completed and the proofs O. K'd by Mr. Hurley, who expressed his great satisfaction at the character and forcefulness of the series. The first of the advertisements are already appearing in the early March issues of seven of the leading weekly magazines. Others will be printed in eight of the most important business papers, a dozen or more farm publications and a number of house organs and theatrical programmes. The combined circulation of all these periodicals is over 6,000,000 copies.

PLAIN TALK TO WORKMEN

An examination of the various advertisements that have been prepared shows that they are well adapted for the work they are expected to do. They are strong in patriotic appeal and are full of human interest. They talk to the men in a familiar way and in language they can understand. There are no frills about the copy—it is direct-to-the-point and full of "pep." Take the double-page spread which is to be used as an insert in the business or trade publications, for example. The headline reads: "Come on, Men, 250,000 of You! Launch a Blow at the Kaiser by Helping Launch a Ship." The text starts off as follows:

"Come on you loyal American mechanics, masters of familiar trades, and brand the 'made in Germany' insinuation by building a bridge of ships to Pershing. You can't do your country a greater service than by exchanging your good American brawn and skill for good American dollars—in the shipyard. And you'll do as much to win the war as the men in the trenches. Ships, men, are the pivot on which this country turns, and Uncle Sam is working for 250,000 United States shipyard volunteers to build them. Every rivet driven in the ship-

yards brings us nearer to the successful termination of the war."

This is the kind of talk that American workmen like. It touches their pride of craftsmanship as well as their patriotism. Another double-page advertisement printed on post card stock is to be used as an insert. In one corner is a post card already franked, which is to be filled out and sent to Chairman Hurley for further information. This is probably the first time that a Government franked post card has been used for advertising purposes.

Not all of the advertisements are addressed to the workmen. Some appeal to employers to co-operate with the Government. One of these is headed: "Talk it Over With Your Men," and shows an employer doing that very thing. "Will you make some sacrifice," asks the writer, "so that the Government can get the skilled men required? Talk it over with your employees; explain the great need to them, and if some of them wish to enroll in the United States Shipyard Volunteers, make it easy for them. You can perform no greater patriotic service to your country than by helping to build ships. Greater than the need for money is the need for men—skilled men. Will you help?"

The illustrations are virile and of a nature that cannot but appeal to the craftsmen whose services are sought.

In addition to the various periodicals a series of posters now in preparation, will be used. These are being drawn by a number of well known artists without cost to the Government.

Mr. Johns states that publishers have already donated space to the committee amounting in value to \$475,000. Advertisers have contributed \$120,000 worth; the trade papers, \$50,000 worth, and the farm papers at least \$20,000, or a total, to date, of \$665,000. He expects by the end of March the committee will have at its disposal not less than \$1,000,000 worth of space, every inch of which will be employed for Government or Red Cross purposes.

They Bought a Million Dollars' Worth of Tractors

Northwestern farmers attended the Twin City Automobile, Truck & Tractor Show (just closed) by the thousands. They bought a million dollars' worth of tractors direct from the exhibitors at the Show. This is the official estimate of actual sales.

They bought automobiles, trucks, farm lighting systems, and other time- and labor-saving devices to the same proportionate extent. Many of them paid actual currency from the wallets in their pockets for the machines which they ordered. All world's records for actual sales of labor-saving machinery were broken.

This indicates the extent of the Northwestern market for labor-saving machinery to-day. The farmers of the Northwest have half a billion dollars to spend for manufactured merchandise right now, and with the crops which they must produce in 1918, a large portion of this money will go for labor-saving machinery.

You can dominate the Northwestern farm market through the advertising columns of *The Farmer*. If you want more details about this market, we will be glad to have the opportunity of furnishing them to you.



A Journal of Agriculture

WEBB PUBLISHING COMPANY

ST. PAUL, MINN.

Publishers

Western Representatives
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Illinois



Eastern Representatives
Wallace C. Richardson, Inc.
381 Fourth Avenue
New York City

Member Audit Bureau of Circulations.

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET · CHICAGO

One source of this organization's effectiveness is the uncommonly close contact maintained between the men who actually do the work here and the problem given them for solution.

Canada Prohibits Wheat Middlings

Cream of Wheat and Shredded Wheat Hit by New Food Regulations

By Harold C. Lowrey

THE Food Control Board, which recently supplanted Food Controller Hanna in Canada, has issued rulings which prohibit the manufacture of Cream of Wheat, farina and similar products, in the making of which there is an excessive waste of wheat parts. An exception is made in the case of the manufacture for invalids and children and licenses will be issued for such manufacture when the proper application is made to the Food Control Board.

This action was foreshadowed by the Controller's edicts given in these columns last November. The purpose of this prohibition is to conserve wheat, and the Food Board has thought it best to place the ban on those products which use only part of the wheat berry and thus cause an excessive waste of wheat parts. It is still a probability that cereals made from wheat may be prohibited entirely in the event of an augmented shortage. As it is, all wheat products are now substituting 25 per cent of other grains in order to conserve wheat. The Shredded Wheat Company, in lieu of the substitution, is limited to 75 per cent of its 1917 output. It is impossible to introduce other grains into the company's process. But in the case of wheat middlings their manufacture is absolutely prohibited. This must not be mistaken for a specific ban against the advertised "Cream of Wheat." The package of the latter can still be sold, but there will be no further supplies when present stocks are exhausted unless the United States permits the export to Canada. This is not likely as the two Food Control Boards work in harmony and even in the event of such permission it is improbable that such importation would long be permitted because of the injustice to Canadian

millers of allowing the importing of a product whose manufacture in Canada was prohibited.

So far as the writer has been able to ascertain, only *one* "year"-license has been issued to a manufacturer of a cereal product containing wheat; all the others are tentative 30-day licenses which may be recalled at any month-end. This one "year"-license was issued to Ralston Wheat Food upon its manufacturers changing the formula to include 25 per cent of "grains other than wheat." The name "Ralston's Wheat Food" is being retained and the Canadian makers of this product claim that the new formula is a blessing in disguise, for the addition of the other grains has improved the product and made it more popular with the public.

RETAILERS PREFER THE WELL-KNOWN BRANDS

A curious point has developed in connection with the application of the same ruling to the manufacture of flour now known as the "Government standard," being an extraction of approximately 75 per cent of the wheat berry. Formerly the various flours were of different extractions and grades, according to the miller's fancy, skill, or selection, and naturally presented sufficient selling points to enable more than one miller to secure representation in the average grocery and flour and feed stores. Now, with a Government standard flour, all flours made from the same grade of wheat will be identical and there will not be the same inducements for the retailer to stock competing lines. Faced with this situation, the retailer is naturally turning to those brands which have been widely advertised and is more and more confining his trading to these old established brands. Most of the advertising millers

foresaw this and by immediate advertising educated the public to the new order of things. Only one miller discarded his established white flour brand.

The embargo upon the export of oleo oils and oleomargarine put on recently by the United States has caused a cessation of the oleomargarine advertising in Canada. It has also caused considerable disarrangement of soap advertising and other products using these oils. Several large campaigns are being held up awaiting the lifting of the embargo.

PACKAGE GOODS MISSED AN OPPORTUNITY

The "no-package" edict promulgated last November has had the effect of curtailing buying of package products. The retailers buy cautiously, fearing financial loss from a new order prohibiting packages, while the consumer, having had his attention directed to bulk goods during the controversy, is buying more heavily of bulk goods than formerly. The failure of the package men to advertise to re-establish the benefits of packaged products has contributed in no small measure to the present inclination of the public toward bulk goods. Letting this opportunity go by default has not helped the cause of package goods; on the contrary, it has made it easier for the bulk advocates to start another offensive. Anyone with his ear to the ground can hear sounds that are indicative of the present trends. The new Chairman of the Food Control Board, H. B. Thomson, is an ex-wholesale grocer and as yet has not made any pronouncement on the subject of small packages. At present his department is sending out a questionnaire on the subject of small containers for baking powders and similar articles. This action taken with the object of conserving tin, presumably, may indicate an inclination to promote the sales of larger sized packages as against the present graded sizes and there are those who still entertain the belief that the defunct "no-package"

edict may be revived in a modified form. At all events these are the thoughts running through the retailers' minds to the discouragement of the buying of package goods. Cereal advertisers have been hibernating in the interim.

So far the Food Control Board has not devoted much time to the restriction of consumption other than the above discussed regulations in regard to flour and wheat middlings. Its time has been mainly directed to the increasing of production of food products. The office of the Food Controller has been divided into sub-divisions under the direct supervision of a member of the Food Triumvirate composing the Food Control Board. The "Production Division" under the supervision of the Hon. Mr. Dunning is planning a big campaign for increased production during the coming year. The present plans are to be directed toward securing a volunteer army of farm workers and toward practical assistance to farmers in the way of farm tractors, seed grains, etc. This campaign will in all probability be handled through the Director of Public Information instead of through the King's Printer as former campaigns were. As soon as this campaign is under way, the Food Board will have more time to work out the details of restrictive measures, though it is quite possible that the Board is developing measures from the results of the investigations, just finished, made by T. B. Tustin into merchandising practices. Licensing of retailers and co-operative deliveries have been hinted at in public utterances of the different officials of the Food Control Department. It is almost certain that both of these plans will be put into effect in the very near future.

Two Rochester Papers Combine

The Rochester, N. Y., *Evening Times* has been purchased by the new owners of the *Union and Advertiser*, also an evening paper. The papers have been consolidated and will be issued in the future as the *Rochester Evening Times-Union*.

It takes work— but think of the difference

WISE managers no longer fling dealer helps broadcast, but work to a plan for getting full use of the material.

It is more trouble to study your display from the dealer's and the consumer's viewpoint—for those viewpoints are not always obvious.

It does take careful figuring and advance investigation to meet the physical limitations—likewise the human limitations—that displays will be up against.

To assist busy executives who have not the time nor the facilities to make the necessary first-hand investigations to chart their own display propositions, we render this service as a part of our constructive planning of the advertiser's display material.

Years have been devoted to accumulating just the data you will need, as to sizes and kinds of windows, space availability, the kinds of material that apparently "take" best with different classes of dealers, and "act" best on the particular class of consumers appealed to.

Among the advertisers we have served are:

Scott Paper Co.
"SCOTTISSE"

Geo. Frost & Co.
"BOSTON GARTERS"

Emery, Beers & Co.
"ONYX HOSIERY"

Anheuser Busch Co.
"BEVO"

The Kolynos Company
"KOLYNOS"

**The International
Sign Company**
Headquarters:
Cleveland, O.

Branch Offices:
Boston Pittsburgh Philadelphia
New York Chicago St. Louis

Advertisers served by Fuller & Smith:

The Aluminum Castings Company
The American Multigraph Sales Company
The Austin Company
The Beaver Board Companies
Borton & Borton
The Bourne-Fuller Company
Burroughs Adding Machine Company
The Central Brass Manufacturing Company
The Cleveland and Buffalo Transit Company
The Cleveland Osborn Mfg. Company
The Cleveland Provision Company
The Glidden Company
Ivanhoe-Regent Works of General Electric Co.
The Joseph & Feiss Company
Landon School of Illustrating and Cartooning
National Lamp Works of General Electric Co.
The Peck, Stow & Wilcox Company
Pittsburgh Gage and Supply Company
The M. T. Silver Company
Hotels Statler Company, Inc.
J. Stevens Arms Company
John R. Thompson Company
The Timken-Detroit Axle Company
The Timken Roller Bearing Company
University School
The Upson Nut Company
Westinghouse Electric and Manufacturing Co.
Willard Storage Battery Company



DESIGN is but one element in the advertising service of the modern agency. Even advertising itself is but one part of the whole fabric of business which the agency must understand and use.

Fuller & Smith Advertising Cleveland



An OFFSET PAPER with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing has and is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices.

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

More Idioms and Less Artificiality the Need of Copy

"The Ukases of Grammar, Puny and Peevish, Cannot Control the Vast Democratic Forces of Common Speech"

By Roy Griffith

GRAMMAR teaches us that none of the universally accepted masters of the English language knew how to write English. This is because English grammar is not English. It was cut to fit Latin originally, and misguided schoolmen have tried to force it to fit English. English is a Teutonic, not a Romance language; an analytical, not a synthetic language; a language of idiom, not of grammar. Grammar in English began to die when English as a separate tongue began to live—it is characteristically the attribute of an inflected language, and the growth of English has been a process of throwing off inflections, until now there are next to none left. The lavish wealth of our exceptions as contrasted with the threadbare poverty of our rules is proof enough, even if historical proof were not plentiful, of the failure of the Latin grammar principle to approximate the English idiomatic principle. We quarrel endlessly and aimlessly over rules, but what really marks the lack of a literary sense is an abuse of idiom. And I know of no body of literary production correspondingly large in which there is so small a degree of sound idiomatic English as in advertising.

When I read "the shape dare not be imitated" on the car-card of a nationally known brand of package goods, I wonder whether its writer ever read an English book or saw an English dictionary. It may be grammar, but it isn't sense. And infinitives and participles, virtual touchstones of idiomatic use, suffer universal violence. "Don't count on this price to hold forever" is readily assimilable by grammar, and may be a veritable thunderbolt of Yiddish

or Slovak, but it is far from being English.

An inexpert use of participles may lead beyond mere abuse of idiom to downright perversions of meaning. "Operating over every railroad in the country, it is rarely necessary for the passengers to change cars" really means that the act of the passengers' changing cars is in operation all over the country, and is rarely necessary—an indictment rather than an endorsement of the service advertised, and the direct opposite of what is intended. A sentence analogously constructed might read: "Being too fast, it is necessary for a young lady to sell her horses."

IDIOM BUTCHERED IN THE NAME OF SYNTAX

A fountainhead of offenses against idiom exists also in the literalness of schoolmen's grammar. "The great mass of motorists has never been able to look ahead in automobile construction. It reasons backward from what it sees close at hand" may be right. But I imagine that the first impulse of its writer was toward "The great mass of motorists have" and "they reason backward from what they see"; the more natural expression, since he was plainly thinking of "mass" as a collection of people. Here the idiom, with its powerful human interest, has been butchered in the name of syntax, yet there never was anything more certain than that the use of a singular collective substantive like this with a plural verb, if the plural idea is retained throughout, is as good English as needs be. "Wherever you find the Stetson wearer, you meet a man who knows the comfort and satisfaction which

comes" is justifiable if "comfort" and "satisfaction" are one in idea; if they are separate advantages, the verb should be "come." According to the preponderance of modern usage, however, "which" should be "that": these relatives, irresolute vagrants for centuries, appear to be taking on an idiom in this regard that deserves encouragement. Respect for it would have materially improved "The confidence, which every individual wearer has in Onyx hosiery, is the basis of the great and increasing popularity of this brand."

"Shall" and "will" are sorry stumbling-stones in the path of grammar. After devoting twenty-four pages to them, the authors of a recent work on English (two distinguished Latin professors) thus glumly summarize the result: "It is unfortunate that the idiomatic use is so complicated that those to the manner born can hardly acquire it. The short and simple directions often given are worse than useless." "We will need in the next few years nearly one million tractors" is not to the manner born, nor are its many omnipresent fellows.

Because English, through the loss of its inflected forms, has come to depend largely on word order, English writers ought to have a substantial idiomatic knowledge of its word order. Amusingly enough, almost everybody has it if he will only make use of it, but your thoroughpaced advertising genius must go through the most devilish mouth-ing and grimacing in his output, and posture himself into convulsions, to show, like good Constable Dogberry, that he has everything handsome about him. The "too-sweet-for-anything" obsession flares into its fullest frenzy over that inexpressibly tedious female known as "milady." "Always milady's delicate skin has loved the gracious toilet arts—but always has she thought, 'What if this should not be pure?'" Later, she "delights her skin with the cool refreshing caressment," whatever that is, of

the article to be purveyed. A fiction exists in advertising circles, I believe, that this sort of thing appeals to women. For my part, I think better of them. At times, anyhow, their own command of language is fluent and idiomatic to an astounding degree, and no skillful women writers write this way. Besides, even if it has female "heart interest," some consideration is due to the male stomach. But to continue: "Ah, here was *genuine* music. I fairly could see the swing of the bow, the strong, nimble fingers of the 'cellist leaping upon the strings." Would not "the 'cellist's nimble fingers leaping" have done just as well, since no 'cellist of mature judgment ever leaps upon his strings?

Sometimes this diction is wedded to the vernacular. "Like a hound unleashed, she springs to her task. She is exhibiting her sporting class, and class indeed must any contender show to hold with her now." Dashing! And with nothing to its prejudice except that its sound dashes one way and its sense another! In the five pages given by the Oxford dictionary to the word "hold," that exhaustive work fails to record "to hold with" in the sense of "to hold one's own against." "To hold with" means to favor. When you "hold" your pursuer, you give him an even race; when you "hold with" him, you approve of what he is doing.

TO IMPRESS THE "BOURGEOISIE" WITH HIGH-SOUNDING WORDS

Akin to this method of impressing us is parading unusual words meant to imply culture, or making up new ones where the honest God-fearing ones are thought too inelegant, as in the "caressment" we have lately happily passed. "It is oftentimes the life or the undoing of the casing," said about that eminently prosaic thing, an inner-tube, is needless enough, and would be if "oftentimes" had not died of a fitting archaic weakness the best part of a century ago, with no hope of a useful resurrection. "Whilst," now enjoying

Today's Housewife
announces that
James B. Hershey
is associated
with the
Western Office
Peoples' Gas Building
Chicago, Illinois

The
Martin V. Kelley
Company

Advertising

Martin V. Kelley, Pres.

Ralph E. Keller, Treas.

Russell A. Field, Vice-Pres.

New York City
171 Madison Avenue

Toledo, Ohio
2nd National Bank Bldg.

a slight spasm, is quite uncalled for, if not actually silly. "This voguish cake plate" is warrantable and good, because the idea cannot be conveyed otherwise except by an awkward circumlocution. At least a dozen times lately I have seen "round," when used as an adverb or a preposition, smitten with an apostrophe, as though it were a colloquial form of "around." "All-round roadability" is an example. "Round" was probably the original word—for the prefix "a-" in "around" is the remains of an old English preposition, "around" having originally been two words, approximating the French "en rond." At all events, "round" has had leave and license for eight hundred years, by literary evidence, to go about its business without an apostrophe, arbiters of advertising elegance to the contrary notwithstanding. Indeed, "all around" and "enough to go around" are so painfully correct that British authorities consider them Americanisms. Writers so punctilious as to use "round" might more consistently return to the apostrophe in "it's," now regarded as illiteracy, or better still, forswear this ignoble word altogether, since "it" had no possessive form of its own nearly up to Shakespeare's day.

"Who likes the girl who likes to make brown muffins?" is sturdily refreshing after these pruderies, and "What do you do when your pipe gets a grouch?" is pleasant, too. "Grouch" is not slang, but one of our oldest words come suddenly into fashion again. When the carpenter in the "Canterbury Tales" heard the miller's outrageous story pillorying carpenters,

By-cause he was of carpenteres craft,
A litel ire is in his herte y-laft;
He gan to grucche and blamed it a lyte.

This was the verb-form; a later noun-form is "grutch." The personalization in "Don't be a grouch!" and the rugged, incisive adjective "grouchy" are excellent additions to the common speech, and are recognizable as such because they spring from the com-

mon speech and are not artificial.

"Had rather" is an irrepressible idiom. There is no blinking the contumacious fact that it has shouldered "would rather" to the wall, yet if grammar is to be consistent, it is a berserk barbarism, a wolf's head and outlaw, fearing neither God nor syntax. Its wild Norse laughter seems to echo among the dusty rafters of linguistic pedantry, and shake the cobwebs in the house of pundit English.

But neither grammar nor idiom is accountable for that advertising invention, alone in its class, in which you "pal-it-up" with a "tidy red tin" in some unheard of way "like you were born in the same little old house." Why not "like you was"? This seems essential to the unity, and must have been inadvertently overlooked. Possibly this type of expression is meant to be slang, or else "the way people talk." If it were really either, it would of course not be half so depressing. Popular neology has an engaging unaffectedness about it; it amuses us and appeals to us; it startles us sometimes, like the naïve utterances of childhood; but like those, too, we retail it in the company of our friends, because we know it to be the infancy of new language. Slang is a relative term. "Phenomenal" is slang of a sort; so is "in the last analysis," and a sadly battered piece of it, to boot.

WORDS IMPORTED FROM SPECIALIZED VOCABULARIES

Several distinct vocabularies lie outside the main body of English; the scientific vocabulary, the technical, the dialectal, the foreign, and pure slang, such as thieves' cant; and the obvious importation of words or of special meanings from one of these vocabularies into another constitutes slang in its broad sense. When we speak of a "nuance," we are using artists' slang; of "the subliminal," the slang of metaphysics; of "three sheets in the wind," nautical slang. Such importations into the main body of the language

usually die there; those that do not, become standard. Change must continually go on: the language that has ceased to change has ceased to live. Not the use of slang, but the wrong use of it, or the wrong conception of it, marks literary inexpertness, because these argue a lack of knowledge of the fundamentals of literary expression. The ukases of grammar, puny and peevish, cannot control the vast democratic forces of the common speech.

As for the split infinitive, you might think it an ancient religious dogma of some sort, by the way people squabble over it. Scarcely more can be claimed against it than that ninety-nine times in a hundred it is ugly and needless. The hundredth time it cannot be avoided without a construction still more awkward, and is then permissible, unless the practice of almost every expert writer of the language, past and present, is wrong. Theorists may say it is wrong even then. This is their privilege, as it was the privilege of the theoretically natatorial young lady in the nursery rime to hang her clothes on a hickory limb and not go near the water. Nevertheless, the following is not an example of the hundredth time: "A way has been found effectively to combat it." "An effective way" would advantageously have avoided this.

A finished piece of English prose can be told, in the large, by the ear. The long, rolling surge of good prose rhythm, with its diverse metrical feet, and its firm but pleasant underswell of short syllables, is unmistakable after it has once been recognized. Its movement is the direct antithesis of the movement of verse, and is instantly identified by its contrasting elements, impressive in their irregular cadence and counterflow.

"For indeed, a change was coming upon the world, the meaning and direction of which even still is hidden from us; a change from era to era. The paths trodden by the footsteps of ages were broken up; old things were passing away,

and the faith and the life of ten centuries were dissolving like a dream. Chivalry was dying; the abbey and the castle were soon together to crumble into ruins; and all the forms, desires, beliefs, convictions of the old world were passing away, never to return. A new continent had risen up beyond the western sea."

This splendor cannot reasonably be looked for in advertising writing; indeed, it would be wasted there. Still, its contrast might be avoided—a prose pranked out in the petticoats of verse, and mincing with the "pretties." (Will I be forgiven?)

"It answers cost/it answers comfort//Neolin/our wonder-sole/of wear."

"For as day by day/and month by month/I wore my new/Neolin soles / an increasing won/der came."

"Ask for Ne/olin with the/ac-cent on the/O."

The last has obvious advertising merit, however, as an aid to memory, if prose considerations are overlooked. The following, from the same series, although pitched in too high a key to last well through the practical necessities of an advertisement, could have been made excellent by completely breaking its verse swing into prose:

"Majestic she glides,/the giant liner,//living in the rhythm/of her great machinery;//dwarfing in the splendors/of colossal achievement//the lowly craft/at her side."

But after all, this is hypercriticism while advertising literature in general is unable to keep safely out of such primary pitfalls as "Have we had to raise our prices like the stores have done?" This use of "like" is probably eventually coming into the language, but it is quite hopeless now. So is "For the artistic decoration of your dining room or boudoir there is nothing more effective—and so inexpensive—as" — well, never mind what. Let it suffice that there is nothing "more effective as" it!

Seemingly, the present adver-

First

The New York Times printed a greater volume of advertising in January and February 1918 than any other New York newspaper—1,897,464 agate lines. It is the only New York morning newspaper to record an advertising gain in these months.

Two Records Broken by the May Issue Of Pictorial Review

First. It carries considerably more *advertising* than any May issue of PICTORIAL REVIEW ever before published.

Second. In no issue of PICTORIAL REVIEW ever before published (whether May or any other month) have advertisers spent so much *money*.

Despite substantial excess circulation, the March issue sold out and was short over 60,000 copies of the demand for it.

Lane Beare

tising hunt is nearly run. It must be. With the existing field and pack, it cannot go much farther. The tongue of the prefix "super-" is hanging out of its mouth. Poor old dog Tray, the superlative adjective, is badly winded. The frightfulness of "dominant" and "red-blooded" and "masterful" is nearly spent. The deep baying of the younger hounds, Flower and Fudge, breaks into sorry coughs. Sir Jarvis Publicity whoops them on in vain, though yelling "Tally-ho!" never so valiantly. Milady has broken her off hind leg at the last fence; Heart Grip has failed at the ditch, and is down and in; Manly Man has foundered outright in open country. The Choice of a Gentleman is going belly to the ground, and is all but done for. We must have a new order of things—and we may have an order of fact instead of fog-rack, and of knowledge instead of fume.

In the meanwhile, from literary effort not yet above the pranks of adolescence, and from literary powers not yet beyond the repressive insignificance of Latin grammar, from "the stuff with the punch" in the advertising pages, good Lord, deliver us!

Effects of Standardization on Buying Habits

CAMBRIDGE, MASS., Feb. 28, 1918.

Editor of PRINTERS' INK:

It will be rather interesting to note the changes in the buying habits of people that may result from the standardization of so many industries both here and abroad. From ships to shoes this curtailment of styles is being gradually effected.

So far we haven't felt the pressure of wartime economies very much in this country, but we shall undoubtedly do so as time rolls on. In England, France and other European countries, including, of course, the Teutonic empires, standardization has proceeded a long way, and possible results are being considered by many shrewd observers.

Take the case of standard shoes, for instance. The shoe clerk will have only one or two styles to show, and they will be just exactly like those his competitors have for sale. Will that eliminate the need for elaborate window dressing?

Having exactly what everybody else has, will the need for calling attention to his stock by means of artfully displayed samples in the windows vanish in the mind of the average retailer? If

that is the case, then also his fair customers will be deprived of their immemorial habit of going around "shopping" before deciding where and what to purchase.

The work of the store clerk will in such case certainly be made easier when he is compelled to offer a shoe at its proper size and not furtively re-mark a 5 into a 3 in order to make a sale. With the advent of the standard shoe the buxom lady of 180 pounds' weight, with underpinning in proportion, who declares with emphasis, "I am sure the last pair I bought were 2-A," will fade into the mists of memory and trouble the clerk no more.

On the other hand, won't it mean that retailers will have to employ other methods to lure people into their stores and to hold them as steady customers? Won't clever displays in windows still be just as powerful to attract trade? And, failing in a variety of styles and models, courtesy, service and other little details of a like nature will surely play a more prominent part in selling.

LEONARD ETHERINGTON.

Plays Up Palm Beach Suits as Wool Savers

"The war bread of the apparel menu" is the way the Palm Beach mill describes its products in suggesting emphasis on Palm Beach clothing during the coming season. In an advertisement addressed to clothing dealers the manufacturers said:

"The Government depletes the wool shortage. It calls upon manufacturer, merchant, and consumer to lighten the demand on the limited supply, in order that there may be enough for the very vital need at home and abroad.

"In 1918, Palm Beach will become the 'war bread' of the 'apparel menu.'

"No thread of wool or worsted goes into its patented Mohair construction; yet the past points a finger at its sure reliability and worth.

"Buy suits of the genuine in the satisfying knowledge that you are serving both your country and your trade."

In "Ajax" Advertising

Elmer E. Caldwell has been appointed assistant advertising manager of the Ajax Rubber Company, New York. He has been in the advertising departments of the Michelin Tire Company, Milltown, N. J., and the Willys-Overland Company, at Toledo, Ohio, and the Canadian branch in Toronto.

R. A. Wallace Goes With Nichols-Finn

Robert A. Wallace, for over two years with the Gardner Advertising Company, St. Louis, has joined the Nichols-Finn Advertising Company, Chicago. He was formerly an advertising man in Australia.

Trust Building Goes on Apace in Germany

Boot and Shoe Syndicate Being Formed Is Typical—All Manufacturers Must Join Under Compulsion—Styles Absolute and Trade-Marks Abolished—"All for One and One for All"

RUMORS, more or less authentic, are constantly reaching our shores of preparations being made by the German authorities to rehabilitate and regain the world trade they have lost during the period of the war. British trade authorities have been busily seeking information regarding this important matter, and have just published the results of a series of investigations made regarding Teutonic proposals for after-the-war organization.

One by one, the German industries are being unified and consolidated with the idea of having only one central industrial and sales organization in each of the different lines of industry for which the country was famous in the pre-war days. The plan is for the central organization in each of the large industries to handle German international trade after the war.

The boot and shoe syndication, details of which have recently been secured, is probably typical, but every trade is being considered by itself, and the syndication of some industries is said to have been delayed because of inherent difficulties that have not yet been solved.

Compulsory syndication was adopted for all boot and shoe manufacturers. The effort is to bring the whole industry into a unit, with all details under strict bureaucratic control. A supervisory committee of the boot industry has been appointed by the Imperial Chancellor. This committee will practically manage all shoemaking and selling within the empire, under the veto power of the chancellor. He will have a representative at all meet-

ings of the committee, and this man will be empowered to hold up any business that comes before the committee until it can be reviewed and approved. There is to be an advisory committee selected from the manufacturers, jobbers, dealers, etc., which is to act as the mouthpiece of the trade in the discussions of the supervisory committee.

The syndication will be organized by the supervisory committee. It will decide what firms are to be made members and also just how many shares each firm shall have allotted to it. The great syndicate is to be divided into companies, these to represent divisions of the industry and trade in eleven districts of the empire. The supervisory committee is to be supreme in the dictation of membership of the directorates of these eleven companies. It will thus be able to exercise direct control, should it see fit to do so, over the output of any factory.

When the syndicate is fully organized it is expected that some surplus factories will be shut down, but the plan is to give their owners the dividends from their allotted shares in the combined business.

All supplies of raw materials and their distribution will be under control of the supervisory committee.

As every factory in the empire will be under control, the foreign customers will have only one German concern to deal with. Looking to the future, it is stated that, for the protection of the "good will" of the individual concerns, no trade-mark or device will be permitted on any shoes. It is presumed that the supervisory committee will allow only the manufacture of what in its opinion are the best existing styles, and pass upon new ones from time to time, as well as establish new standards for the trade.

A. H. Sickler Co. Appoints Art Director

William A. Kittredge, for two years with the Oswald Press, New York, has been appointed art director of the A. H. Sickler Company, Philadelphia.



Mr. William J. Noble

formerly with Barron G. Collier, Inc., is now Eastern Advertising Manager of HOME LIFE with headquarters in New York City—1182 Broadway.

Mr. Noble's long experience in the advertising business peculiarly fits him to fill the vacancy created by Mr. Wilbur L. Arthur's resignation and entry into service of the Government.

NELSON AGARD

**Publisher HOME LIFE
CHICAGO**

New Orleans, La., Feb. 27, 1918.

Here Is an Exceptional Opportunity to Buy Practically New Equipment for Instant Delivery.

The entire mechanical plant of the New Orleans American must be sold before April first. Make your offer by wire either for the entire lot or for any part. All offers accepted upon the guarantee that machinery is in first-class operating condition.

In Pressroom—

One eight-column, four-deck, two-plate Wide Goss Perfecting Press No. 2911, with color attachment; one 40 H.P. Motor; 30 Roller Stocks; 68 Composition Rollers; 1 Universal Scale.

In Stereotype Room—

The following Goss Machines: 1 Single Pump Metal Pot No. 2082; 1 Circular Router; 1 Finishing Block; 1 Tail Cutter No. 2823; 1 Saw and Trimmer; 1 Eight-

Column Flat Casting Box. The following R. Hoe & Co. Machines: 1 Double Steam Table; 1 Matrix Rolling Machine; 1 Seven-Column Flat Casting Box; 1 3-H.P. Westinghouse Motor No. 1608949; 1 1-H.P. Westinghouse Motor No. 1758125; 1 1-H.P. Westinghouse Motor No. 1744995; 1 Generator; 1 Shaver; 1 5-H.P. Motor No. 101030.

In Composing Room—

The following Linotype Machines: Model 4 No. 16881, Model K No. 731, Model K No. 730, Model No. 6026, Model Name and Number removed, Model 8 No. 19371. The following Intertype Machines: Model A No. 224, Model A No. 389, Model B No. 727; 18 Turtles; 7 Type Cases; 4 Banks; 1 Washington Hand Press; 17 Chases; 1 15-H.P. Medium Duty Motor.

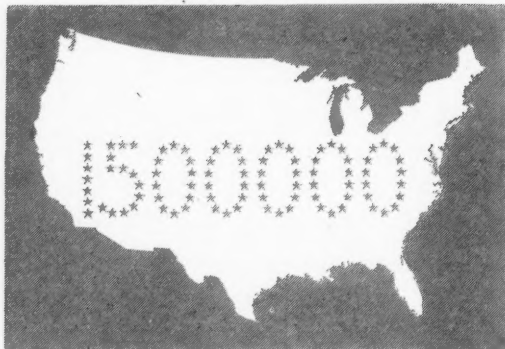
Address all communications to

WILLIAM FREDERICK

210 Camp Street - - New Orleans, La.

Representing Hibernia Bank and Trust Company

THE SERVICE FLAG OF THE NATION



ANNOUNCING

THE BATTLE CRY OF FREEDOM

A Nation-wide Campaign for Intelligent Patriotism. Conducted Every Week in

The Independent

Which Has Been Chosen as the Official Publication of the Committee on Patriotism Through Education, of the
NATIONAL SECURITY LEAGUE.



This Campaign in The Independent is endorsed by the State Superintendents of Public Instruction of Forty-seven States, by the Presidents of America's Leading Colleges and Universities, by the Governors of many States, and by the United States Commission of Education.

The Independent

(With which is Incorporated Harper's Weekly)

119 West 40th Street

New York

Start of Advertising to Increase Farm Production

Many Opportunities for Private Concerns to Hook Up With the Awakened Market

Special Washington Correspondence

THERE is taking shape at Washington an advertising campaign to increase farm production. The main reliance will be on "millions of poster bulletins." Other mediums will be used, according to the generosity of donors, for it is understood at the start that the Department of Agriculture, like the other branches of Uncle Sam's Government, has not the power to pay for its advertising.

But the Government has a respectable printing press which is able to print posters, leaflets, circulars and booklets galore. Tons of matter are now pouring from the presses and will continue to pour during the coming year, but the attitude of the Department will not be so strictly of the come-and-get-it kind as heretofore. The Department will summarize on its poster bulletins much of the information which it has in its archives, and send these bulletins out where they will do the most good.

The Department, of course, has been overwhelmed with counselors who knew just what to do and how, but it is sticking to the course which it has mapped out, and it is trusting that the drives it is making to induce farmers to conserve their stocks, to plant more spring wheat and to raise more poultry, etc., etc., will have fruitful results when accounts are cast up later in the year.

The idea is not to pump enthusiasm into the farmers, but rather to inject a knowledge of how to achieve the results which both the farmer and the Government are working for in common. The farmer wants to keep the tick out of his cattle just as much as the Government wants him to; and he feels just as sad when half his Jersey stock dies of tuberculosis

as do the officials at Washington. So you can't preach at the farmer in this campaign—he wants to be shown how, and there is no greater mass of information on how to do it than resides in the Government's own bureaus.

There aren't going to be any pyrotechnics about the campaign either. The Department is going to make its arguments—if you can call them arguments—along certain very definite sober lines. Just what its attitude is was indicated by a recent incident.

A number of field men of the Agricultural Department had assembled to discuss ways and means of combating the tick which threatens in certain sections of the country the livestock industry which is the basis of good farming. From Washington to the conference came an official from the Office of Information who might more properly be designated the advertising manager of the Governmental "farm annex."

PUTTING FARM IMPROVEMENTS ON A PRACTICAL BASIS

One of the most earnest speakers at this gathering was a young man who came primed with copy couched in a more or less belligerent tone and the keynote of which was the slogan, "The Farmer Who Does Not Dip His Cattle Is a Friend of the Kaiser." After the advocate of this sort of copy had expounded his theory the floor was taken by the man from headquarters—an official who, because the conference was confidential must here be nameless—and he forthwith laid down the advertising principles of the Department just a little more clearly than they have been interpreted on any other occasion. Said he:

"Let us cut out all that business about the Kaiser in our copy. It may have place in Liberty Bond advertising, but as the Department sees it, there is no place for it in our advertising. The farmer whom you are addressing may have sons in the Army but he may have his own ideas about the treatment of the tick. We have no criticism to make of the copy that is being used by other branches of the Government, but for our part we do not want to hang everything on patriotism. It is perfectly proper for us to put out copy showing that the farmer who will not dip his stock is, by his neglect, increasing the danger of tick, and that shortage of meat will imperil American success in the war, but we do not favor copy of the tone above indicated."

Elaborating for PRINTERS' INK the thought expressed at that meeting the same official said: "In all our advertising we dare not proceed on the assumption that prevails in some of the other war advertising that the public needs to be aroused to action. We feel that the average farmer is already exerting himself energetically and our advertising mission must be in behalf of economies and the better direction of effort rather than an arousal to duty. In the cities it may be a case of reiteration 'Have You Bought Your Liberty Bond?' until the prospect goes to the nearest mart and makes his purchase, but that is not the situation in the rural districts. The farmer has a habit of saying in practical fashion 'How, Why, When and What?' and our advertising must be gauged to these inquiries. In short, I may say that it is difficult to sloganize in a manner to obtain continuous effort and our greatest measure of success is being derived from what must appear to many persons in the business world as poor advertising."

In this last sentence is found the explanation of the rather peculiar sort of reason-why copy that is to be the mainstay of the Agricultural Department's campaign in 1918. It discloses, too,

the spur that has prompted the Department to invent what its advertising men are pleased to term not posters but "poster-bulletins" and which will be issued this year in aggregate editions of millions.

The psychology of the Department in its 1918 campaign is indicated by one of these poster-bulletins, of the regulation size of 16 by 32 inches, from the top of which stares the line "Keep Tuberculosis Out of Your Swine" in letters two inches high. It is the theory at the Department that the farmer who is not especially interested will ride by when his eyes catches this warning, but that the farmer who is really concerned will respond to the summons and, getting down from his vehicle, will wade through all the underlying text in fine type—that portion of the voluminous copy that to the poster advertiser of normal habits might make this poster-bulletin appear as a joke.

FARMERS READ THE BULLETINS

Why, it might be asked, is it worth while for the Department to marshal poster-bulletins as the heavy artillery of the 1918 advance if it has available for free distribution the booklets that give the same information in even more complete form? The answer made to PRINTERS' INK at Washington is that it has been found by experience, that there are many thousands of farmers in all parts of the country who, for one reason or another will not write letters, who will read carefully every word of a poster-bulletin and act upon its advice.

Unorthodox as is the Agricultural Department's poster copy it is not more drastic than the departure from precedent in Governmental poster distribution. During the year 1918 the Department of Agriculture will issue poster-bulletins in aggregate editions of millions, but there will be no broadcasting of these posters. Thanks to their facilities for observation it has come to the knowledge of the Agricultural Department officials just a lit-

the more quickly than it has come to most other advertisers that the restricted poster advertising channels of our rural districts have become more hopelessly clogged since our entry into the war than have the railroads. The average rural post office is knee-deep, so to speak, with posters of all kinds. Hence the Secretary of Agriculture has made a ruling that henceforth no posters can be printed or dispatched until there is full information in hand as to just where the posters will go and assurance that they will have distribution and display to warrant the outlay. Thus, the new poster captioned "Raise More Poultry On Farms and Back Yards" may go forth in an edition of 250,000, but there also is on the press at this writing a poster that appears especially effective but which will have an edition of only 10,000 because it is intended to restrict distribution to one copy for each creamery in the country.

It is not intended, by any means, to convey the idea that the 1918 campaign to increase farm production is solely a poster drive although as has at various times been indicated in PRINTERS' INK, the Department of Agriculture has ever since the war came down upon us, leaned heavily to posters and latterly to the poster-bulletins. Display space in periodicals is, however, to be used to whatever extent donations will permit. As an example of this display there may be instanced the "Raise More Poultry" copy that is running regularly in all the poultry journals of the country.

In the case of donated space, the Department of Agriculture shows a preference, not so strongly expressed in the case of any other war service, for preparing its own copy. This is the natural sequence, primarily, of the Department's extreme caution with respect to every statement that it puts forth. The cardinal principle of copy preparation at Uncle Sam's farm headquarters is to recite what has been accomplished by given methods or

the use of designated utilities in environment where trial has been made but to make no absolute promises of performance in a new environment with untrained hands.

The disposition on the part of the Agricultural Department, in so far as possible, to keep copy preparation in its own hands is also inspired in part by solicitude lest some private advertiser, in his zeal to link up his own products with Governmental propaganda, attribute to the Department an endorsement it has not really given.

Herein lies the explanation of some of the features of Departmental policy that must appear as eccentricities to the private advertiser who comes forward with a comparatively disinterested desire to link up his own advertising with the Governmental drive for bigger crops in 1918. The Department will not, unless definitely assured as to destination, supply booklets, circulars, cards or posters in quantity for distribution because of a fear of duplication of circulation, and while it will, if the applicants are satisfactory, do anything possible to enable private advertisers to obtain from the Government Printing Office or other sources, reprints of Departmental advertising matter it is loath to allow the average advertiser to take into his own hands the reproduction of the Department's literature.

Nothing in the limitations of policy above disclosed will, however, prevent private advertisers from cashing in on the business that may be created as a result of the Department's 1918 campaign. Just here, it may be well to give timely warning of one retrenchment in Departmental advertising policy that may prove a disappointment. The Department will for 1918 adopt a tone of greater conservatism in encouraging home vegetable gardening and fruit raising. This home gardening drive was spectacular feature of the advertising drive of 1917, and the outcome was in a measure a disappoint-

ment. It was found that it is not safe to encourage the average householder in town or suburbs to think that he can successfully raise fruit or vegetables on a commercial scale. As a result of last year's advertising there was a gardening stampede, but it proved in the end that much of the effort was misdirected and that there was in consequence a serious waste of seed, to say nothing of the dissatisfaction that resulted, etc. Hence, the home-gardening campaign of 1918, for which preparations are now under way, will, while energetic to a degree, be predicated wholly on the idea that each gardener should attempt to produce only what can be consumed by his own family.

The first feature of the 1918 campaign that will arrest the attention of the general public will be the big drive on spring wheat. The utmost effort will be put forth to secure a marked increase in acreage, and incidental to this and other tillage encouragement will be suggestions for the use of farm tractors where conditions are favorable. A campaign for extension of hog raising is likewise down for a prominent place in the 1918 programme. Incidental to the general "Raise More Poultry" project is the "Hatch Early" campaign which aims at an increase in the country's forces of winter layers and a bigger production of fall and winter eggs. Incidentally, it may be noted that the effort to bring about the production of more eggs and poultry as a means of saving beef and pork is one section of the Agricultural Department's project where effective use is being made of motion pictures for advertising purposes. Not only are "educational" reels exhibited by County Agents of the Department in all parts of the country but arrangements have lately been made whereby these inspirational subjects will be sent over the regular circuits of the film exchanges.

A new responsibility that looms large ahead of the advertising managers of the Agricultural Department is that of advertising

for farm labor, a shortage of which is anticipated as one of the probable contingencies of 1918. This will bring the Departmental advertising managers into the urban field, a quarter in which they have heretofore made no ventures aside from the home-gardening work. Mediums such as street-car cards, heretofore unknown in the Department's lexicon, will be used in this connection. "Here again," remarked a Department official, "you have an exemplification of the unusual character of much of our advertising work. To recruit farm labor and place it where it is needed without loss or delay is going to be a very different proposition from recruiting men for the army and navy when each prospect can be directed to a specific place where he can enlist. In undertaking to remedy a shortage of farm labor it will at all times be the policy of the Department to raise the required quota as near the scene of need as may be—that is to transport workers the shortest possible distances. For this reason much of our advertising for labor will doubtless be localized."

"We do not believe in preaching at the farmer," was a comment on Departmental policy uttered the other day by one of the executives in Uncle Sam's agricultural copy department. It prepares you, as it were, for the announcement that the Department of Agriculture will continue to expand in 1918 the practical demonstrational work that has been so conspicuous a feature for several seasons past of its promotion work. An appeal to the rising generation to get in line for bigger and better farming is also a definite purpose of the plans that have been mapped out for the current year. An indication of the importance that is ascribed to selling the young people is seen in the generous slice of the advertising appropriation recently devoted to the issuance of a big edition of a 32-page "picture book" entitled "The story of the Cattle Fever Tick" and addressed to the school children of the South.

THE 1918 ADVERTISING
CAMPAIGN OF
CRÈME ELCAYA

WILL BE CONDUCTED BY THIS
ORGANIZATION

To the women of America there is perhaps no toilet accessory more favorably known or more generally well-liked than CRÈME ELCAYA.

In practically every drug store throughout the country and every other establishment in which a toilet goods department is in operation, CRÈME ELCAYA, by virtue of sheer merit, has won its unique place as the undisputed "leader" in face creams.

There is probably no other toilet preparation so generally distributed and so extensively handled by all classes of trade on which the retail price is so universally maintained as on Crème Elcaya.

The particular work of this organization is to produce the kind of advertising worthy of the commodity it is designed to exploit and quite in keeping with the standard of ethics employed in marketing it. Early issues of a carefully selected list of publications of broad circulation will bear witness to that which this advertiser is pleased to esteem our ability to perform the task in hand.

COLLIN ARMSTRONG
INCORPORATED

GENERAL ADVERTISING AGENTS
1463 BROADWAY, AT 42ND STREET
NEW YORK

London Toronto Montreal Paris

Buyers Aid Inc.

It is the missing link in advertising incompleteness.

"If your dealer cannot supply you, phone Buyers Aid, Inc., who will direct you to our nearest dealer."

The above sentence is the whole story in a nutshell—it's a definite message—a message that absolutely completes your advertisement and disposes of the "Just as Good" plunderer.

Buyers Aid, Inc. service is being installed in 100 cities of the United States having a population of 70,000 or over and the average cost is 83c per unit city per month.

Buyers Aid, Inc.

**Will Be Ready To Serve
You June 1, 1918**

Wasted Advertising Eliminated

Everywhere your advertising message will be culminative—it will reach its meridian of effectiveness.

All the reader of your advertisement needs to do when convinced that she or he wants your product is to turn to the phone book, find Buyers Aid, Inc. listed with the B's, and get definite information of where your product is sold in the community.

Write for full detailed information.

Buyers Aid, Inc.

154 Nassau Street, New York
Phone: Beekman 7010

Du Pont's Specifications for Dealers

In view of the rapid spreading out of the du Pont industries and the probable emergence as stronger advertisers than ever, a recent ad in an automobile paper is suggestive. Under the title of "Dealers Wanted" the copy is as follows:

"Our Nation-wide advertising campaign is producing thousands of inquiries, which must be referred to local dealers near the inquirer.

"We need at once in many cities of 10,000 or more population:

"The Leading Auto Top Maker

"The Leading Auto Body Upholsterer

"The Leading Auto Refinishing Concern

"The Leading Auto Accessories Dealer

"The Leading Boat Maker and Repairer

to supply the inquirers who answer our advertisements of

"Raynite Fabrikoid Top Material

"Fabrikoid Motor Quality Upholstery

"Fabrikoid Marine Special

"Harrisons Auto Enamel

"Harrisons Marine Paints and Varnishes

"Py-ra-lin Transparent Curtain Windows

"Pontoklene Tar Remover and Cleaner

"Du Pont Leather Renovator

"Du Pont Outdoor Brass Lacquer

"To insure quick action, please give us the following information:

"Do you buy through a jobber? State whom and where.

"If you buy direct and are not rated, give bank and commercial reference.

"State nature of your business and line which interests you.

"If we refer to you all inquiries from your vicinity, will you do your best to sell them our product?

"If you are not a 'live wire' and prepared to handle business with push and enterprise, please do not answer this advertisement."

"High-Efficiency" Not Registrable as Trade-Mark

The Crosby Steam Gauge & Valve Company, of Boston, was told at Washington the other day that there is no way in which a Federal certificate of trade-mark registration may be obtained for the words "High-Efficiency" as a means of identification of the origin of safety relief valves. The Crosby company was so desirous of establishing exclusive rights in the words indicated that it carried its case on appeal through the various tribunals at the U. S. Patent Office and finally to the Court of Appeals.

The Court of Appeals disposed of the issue as follows: "We agree with the Patent Office that this mark is more descriptive than suggestive and hence that under the numerous decisions of

this Court, it is not subject to exclusive appropriation."

As though to emphasize its disapproval of the descriptive word or term as a trade-mark, the Appeals Court on the same day rendered an opinion which, in effect, pronounced both "Dri-Socks" and "Dri-Shod" as descriptive and unregistrable. This pronouncement resulted from a controversy between F. P. Kirkendall & Co. and the F. Mayer Boot & Shoe Company. "Dri-Shod" had been registered as a mark for shoes but on protest of a rival whose mark "Dry-Socks" had been rejected the registration was canceled and the Court now upholds this cancellation. Incidentally the Court criticized the adopter of "Dri-Shod" as a poacher on the preserves of "Dri-Socks," commenting, "It is the old story of an attempt by a rival firm to reap where it has not sown and certainly such attempts ought not to be sanctioned by the Patent Office."

Advertising Allays Storm of Abuse Aimed at Railroad

When the cars of the Toronto Railway Company were delayed during the winter's severe weather by one reason or another, the company answered the abuse heaped on its head by advertising. And this was done even though the company's franchise is near its expiration and the city has already committed itself to a refusal of a renewal.

One of the ads in the newspapers read: "When one part of the street is not kept clear of ice and snow and another part is kept clear, drivers of vehicles naturally use the latter part.

"That is why, in such conditions as Toronto has experienced this winter the car tracks are called upon to bear greatly increased traffic of all kinds.

"That is why motor trucks and other vehicles, when they stall or break down, are usually found on the car tracks.

"That is one of the reasons why the service is interrupted, and it is a reason for which the Toronto Street Railway Company is in no way responsible."

These advertisements are in addition to the daily advertisements of the lists of specific interruptions to the schedules and the causes for same. By the simple expedient of utilizing the press to tell the public, in paid space, the reason for delays and other interruptions to the service, the railway company has been able to eliminate a great deal of criticism leveled at it.

Appointed to "Today's Housewife"

James B. Hershey, for a number of years with *Hearst's Magazine*, New York, and before that connected with the Canton, Ohio, *Repository* for a long period, has joined the western office, in Chicago, of *Today's Housewife*, New York.

Can You Be Patriotic Without Adulterating Your Brand?

The Wool Situation and the Changes in Merchandising That It Is Causing

By John Allen Murphy

THE fact that many raw products have to be saved has tossed a very nice merchandising problem into the offices of a number of advertisers. Take wool.

While there is a difference of opinion as to how serious the wool situation is, nearly all are agreed that it is a patriotic duty to conserve the material.

There may be enough wool to meet all apparent requirements in 1918, but authorities warn us that in meeting our war problems we must not be blinded by the conditions of the present. Farsighted business managers always plan in five-year periods. If this was ever necessary, surely it is necessary now. We must get the habit of taking a long-range view of the commercial outlook, and always figure on the possibility of a long war. It is the only way we can be prepared for any eventuality.

Under the circumstances what are the large users of wool to do? Is it advisable for the clothing manufacturers, for example, temporarily to lower the standards of their goods? Evidently this suggestion is not meeting with favor.

The makers of the well-known brands of clothing seem to look with suspicion on any plan that would permit the adulteration of the fabrics which they are using. They would consider such a plan, if it is necessary, but only as a last resort.

They feel that if an advertised trade-mark means anything at all, it means that the product has been standardized, at least as far as the quality is concerned.

If a trade-mark represents one quality now and something else at some other time, it is quite valueless as a guide to the consumer. A trade-mark placed upon

an article of shifting quality cannot be accepted as a pledge of reliability. Therefore, advertisers have to go slowly in changing the essential character of their merchandise. They have been years in building up good will and cannot afford to take any sudden action that may injure it.

In speaking recently on this point before the National Retail Dry Goods Association, David Kirschbaum, president of the A. B. Kirschbaum Company said:

"When a merchant can say specifically that a fabric is pure wool, or pure silk or pure linen, or that a pair of shoes are pure leather, he makes a definite statement which requires no apology or evasion. But once an adulteration is admitted you have left definite ground, and the whole proposition becomes one of mere conjecture. It compels a policy of evasion and opens up a wide field of misrepresentation which it is hard for many salesmen on the floor to resist.

EMBARRASMENTS IN SELLING ADULTERATED GOODS

"Take a cotton mixed suit for instance, and what buyer or what salesman is in position to inform the purchaser just what percentage of adulteration the garment contains? In selling to the public, you must therefore either misrepresent or plead your ignorance, or avoid the subject altogether.

"Loss of faith and trade it can be readily seen, will be the result of such a policy. To those merchants who fear reduced volume and inroads into their profits during these times, I should like to suggest that we would all be infinitely better off if we sold a few less garments, and we saw to it that these garments are made of

genuine materials, and that we secure the higher prices necessary to maintain a pure fabric standard."

Mr. Kirschbaum said that he had it on good authority that from fifty to sixty per cent of all fabrics being made up in men's clothing to-day contain cotton. For the present, however, advertising manufacturers will not resort to adulteration as a means of conserving wool. They are first trying other methods of saving. Most of them think that the use of shoddy or an admixture of cotton in their materials would not be an economy.

"No phase of conservation requires that we discontinue using all wool," state Hart Schaffner & Marx. "There is more economy in using good cloth which renders long service than there is in cheapening the cloth and forcing the consumer to repeated buying."

ANXIOUS TO FOLLOW COMMERCIAL ECONOMY BOARD

The Commercial Economy Board's recommendation as to the elimination of selling and style features is the conservation plan that is being most generally followed. This is explained in a letter that PRINTERS' INK has received from Michaels, Stern & Company which probably typifies the attitude of most of the leading manufacturers of clothing.

"A number of rulings have been issued with reference to belts, pleats, length of coats, etc., and same will be strictly complied with," declares J. L. Meyers, of this company. "Our designers are, however, turning out models as popular under the new regulations as those we have offered to the trade in the past, as the tendency toward military effect has met with unusual favor from the buying public.

"As regards our advertising would say that we have not materially altered our appropriation. Although demand for merchandise is heavy and our main problem will be to secure raw materials sufficient to take care of customers' requirements, we have never-

theless felt that an effort should be made to acquaint the public with the feature of our line which is particularly worthy of note under the conditions which prevail at present.

"We are emphasizing the idea of 'Value First,' which is particularly applicable when all the energies of the Nation are turned toward measures of conservation."

Right in line with this sentiment is the declaration of the Joseph & Feiss Company, who state that "Every conservation movement that has been suggested by the Government has been adopted by our concern, even though they upset some of our long-established policies. We simply try to find the best way to do the thing that we are supposed to do."

Perhaps the most daring of all the plans to save wool is that of Hart Schaffner & Marx. In an advertising campaign which has just started, they are coming out flat-footedly and advising people not to buy clothes unless they have to. In order to save wool for our soldiers, readers are asked to purchase clothes that will wear the longest and not to buy them until they are actually needed.

In advertisements that the A. B. Kirschbaum Co. has prepared for its dealers, a similar note is sounded. In fact the subject "conservation" is beginning to figure very prominently in advertising copy. Recently Robt. H. Ingersoll & Bro. advertised to people to "Take Care of Your Ingersoll." They said that there aren't enough Ingersolls to go around, and asked possible buyers to leave the available supply for the soldiers and for war workers who had to have them. The strong campaign of the American Sugar Refining Company urging people to "use sugar sparingly—do not waste it" is another typical example. These are splendid illustrations of how advertising can be made to do the work of conservation in war time just as well as it does the work of selling in peace.

MANTERNACH

It is not enough that
advertising be attrac-
tive or strong. It must
punch in the right di-
rection. This means
correct analysis first.

Manternach
INC.
HARTFORD
CONN.



ADVERTISING

Los Angeles

QUALITY FIRST

EXPRESS*Largest
Home-Delivered
Carrier
Circulation***TRIBUNE***Sworn Net Paid Circulation For
Month of January, 1918*State of California, } ss:
County of Los Angeles, }

C. A. Hiles, assistant manager of the Los Angeles Evening Express and Morning Tribune, being duly sworn, declares upon his oath that the following is a true and correct statement of the daily circulation of said newspapers for the month of January, 1918:

**EVENING
EXPRESS**Average Daily Net Paid
Circulation**60,978****MORNING
TRIBUNE**Average Daily Net Paid
Circulation**54,754**

All returns, samples, service and unsold copies deducted.

C. A. HILES,
Assistant Manager Evening Express and Morning Tribune.O. E. COPELAND,
Notary Public in and for the County of Los Angeles,
State of California.**Largest Home Delivered Carrier Circulation in Los Angeles.
All Books and Records Open for Inspection.***About Advertising*

The surest result producing newspapers always carry the largest volume of Dry Goods and Department Store advertising. Here is the Los Angeles record for the year of 1917:

Evening Express.....	3,024,364 lines
Morning Times.....	2,534,098 lines
Morning Tribune.....	2,370,816 lines
Evening Herald.....	1,536,416 lines
Morning Examiner.....	960,120 lines
Evening Record.....	834,974 lines

The Evening Express carried 490,266 lines more than the Times, published seven days a week. The Evening Express carried 1,487,948 lines more than the Evening Herald. The Morning Tribune carried more than the Morning Examiner and Evening Record combined. The reason: "Home delivered circulation."

NEW YORK
Wm. J. Morton Company
225 5th Ave.
DETROIT
Verree & Conklin

CHICAGO
Wm. J. Morton Company
Tribune Bldg.
SAN FRANCISCO
Baranger-Weaver Co.

The high price of wool and the levels to which it will force the retail price of clothing, will undoubtedly check demand and in itself act indirectly as a means of conservation.

Most of the large users of wool are obliged to contract for their requirements a long time in advance. Their needs for 1918 are thus protected, and for this reason it is unlikely that we shall see any radical merchandising changes this year aside from those already mentioned. The H. Black Company explains this point. Writing to PRINTERS' INK the company states:

"The volume of our business makes it necessary for us to contract for our supplies of woolen yard goods and silks from twelve to fifteen months in advance of the season. For this reason, while it has been somewhat difficult to obtain all the necessary yardage, we are, at the present time, supplied with enough woolen goods to meet our present needs. What the future will bring still remains to be seen.

"Neither has the wool shortage made it necessary for us to change our advertising campaign, and we are going ahead this year on practically the same basis as last. In fact, we are contemplating a larger advertising expenditure as we expect to have during the year a newspaper campaign in several large centers."

B. Kuppenheimer & Company are other manufacturers that intend to increase their advertising. B. J. Cahn, the secretary, told PRINTERS' INK that they "are planning an advertising campaign larger in scope than any previous season."

But in sizing up this wool situation, the H. Black Co. strikes the note when it says, "What the future will bring still remains to be seen." It is the uncertainty as to the future that makes conservation necessary. As far as the present is concerned there isn't much to worry about. In the address already referred to David Kirschbaum said:

"The consensus of our best in-

formed men is that there is no danger of a wool shortage in 1918. On paper, at least, we seem to be assured of an ample supply for all our requirements—both civilian and military. But as I shall presently point out, a supply of wool on paper, or in Wyoming or in South America or Africa or Australia is separated by innumerable difficulties from wool in its finished shape, ready for clothes manufacturing purposes."

DIFFICULTIES IN WAY OF GETTING AMPLE WOOL.

Getting wool from abroad at the present time is a real difficulty. Furthermore, as Mr. Kirschbaum points out, a "second difficulty encountered in converting wool from the sphere of paper statistics to actual yardage, is the fact that about 30 per cent of the machinery used in wool converting, is running on governmental work. Another 10 to 15 per cent of the machinery is idle because of the shortage of labor—the disinclination of labor to work full time, strikes, etc.—leaving only 50 to 55 per cent for civilian demands; embargoes on freight shipments also making it very difficult for most of the mills to run to their full capacities."

As the number of men under arms increases, the greater will be the military demand for wool. One authority estimates that a soldier requires thirteen times as much wool as a civilian. George C. Hetzel, of Philadelphia, says that for every million soldiers about 110,000,000 pounds of grease wool will be needed annually. The Government estimates last year's production of wool in this country to be about 245,573,000 pounds. The importation of unmanufactured wool was something over 372,000,000 pounds. Our annual consumption before the war was about 600,000,000 pounds. Even if there is 1,200,000,000 pounds of wool now in sight, as is claimed, it is easy to see that if the war goes on any length of time, that the present measures to conserve the material may not be enough.

Advertisers may be obliged to use adulterated fabric. In that event, the plan now being pursued by F. A. Patrick & Company may offer a method by which these manufacturers can conserve their trade-mark values. This Duluth concern tells PRINTERS' INK that it has "no trouble getting wool, but in order to conserve it as much as possible, we are making two grades of cloth this year. Our original Patrick-Duluth, which is made from pure virgin wool, and the new cloth, 2 ounces lighter per yard in weight, which we call the Man-kato-Duluth.

"These goods are all wool, but we are using re-worked wool for a certain percentage of it."

The Health Underwear Company, advertiser of "Duofold," is doing something similar. It is keeping up the quality of its regular lines, preferring to advance the price rather than to lower the standard. It has, however, brought out another grade, which has a less percentage of wool. This new style is being sold for what it is.

Putting a new brand name on the fabric of lowered quality seems to be a practical plan.

Those in other lines have done this. In many instances, bakers and millers have created special names for their war products.

The most far-seeing method of dealing with the whole wool situation is that being followed by those behind the "More Sheep and More Wool" movement. They are the men who plan in five-year periods. One of the leaders in this campaign, the Bradley Knitting Company, wrote PRINTERS' INK of the progress that is being made:

"The scarcity of wool," it says, "compelled us to make an additional appropriation with which we encouraged and organized boys' Sheep Clubs throughout the country. To date we have more than 800 boys in all parts of the country raising sheep. These boys are located on farms where no sheep have been raised. Each boy is starting with four bred

ewes, and in the course of five years these 800 young farmers should be producing around one-quarter of a million pounds of wool, which is more than we consume during the year.

"In order to keep the boys interested over this five-year period we are offering annual prizes aggregating \$6,000. We issue a quarterly bulletin, and the boy signs a contract stating that he will keep all of the ewes and ewe lambs for this five-year period.

"In addition to the Bradley Sheep Club, we have induced many retailers to start sheep clubs in their communities. The Joseph Kuhn Company, of Champaign, Ill., have about 100 members in their club. Wm. Levy, of Louisville, Ky., has something like 200 members. These clubs are both offsprings of the Bradley Sheep Club. There have been many smaller clubs organized."

Organizing the producers of raw material and adopting means of getting them to increase production, is a plan that manufacturers in many lines may have to follow if shortages in materials continue. Cannerymen and the packers of many foods have been doing this for years. At best conservation can only be a temporary expedient. In the long run, we will have to get the materials we need. To this end all energies must be centered on production and on the avoidance of waste.

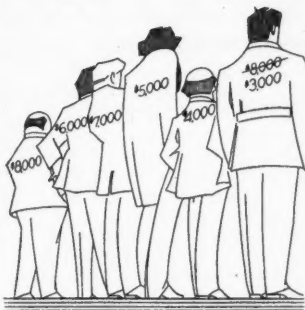
Traveling Salesmen Become Branch Managers

On account of the enormous reduction in railroad accommodations, particularly sleeping cars, traveling salesmen will be forced to cut down their traveling this season and perhaps entirely eliminate many of their customary trips to the smaller cities and towns throughout the country. Some of the traveling salesmen for several of the more important houses in the trade are planning to establish headquarters as nearly as possible in the center of their respective territories and have their customers, the retailers to whom they sell, come to them there. The Eastern representative for one of the largest clothing manufacturers in the country declared recently that he expected to adopt that plan this season.

—Men's Wear.

How Much is an Advertising Manager Worth?

How much would an Advertising Manager be worth who paid \$8,000 for circulars, folders, form letters and other advertising matter when he could get them out for \$3,000? How much is an Advertising Manager worth who keeps on paying twice as much—three times as much—four times as much—for **PRINTING** as he needs to pay?



Here's the experience of *Chandlee & Chandlee*, of Washington, D. C.

During the past year our Multigraph Printing Department has produced circulars, letterheads, envelopes, enclosures, miscellaneous printing and typewritten letters which would have cost us approximately eight thousand dollars at a cost of about three thousand dollars, saving us five thousand dollars in one year.

Chandlee & Chandlee

And this isn't *half* the story. It isn't a *quarter* of the story. For the same machine that cuts your printing costs in *two* also cuts out *delays*. It enables you to get your follow-up into the mail **TODAY** instead of **NEXT WEEK**. It enables you to get your printing done in *privacy* instead of in a public shop. It enables you to print twice as much literature as you did before, *without increasing your appropriation*. It enables you to get *twice as many new customers* without spending a dollar more for printing. Send in the coupon and we'll tell you how advertising men in lines of business similar to yours are using it.

You Can't Buy a Multigraph Unless You Need It



The Multigraph Senior is \$715 to \$765—Multigraph Junior, hand driven, \$190 and up. Easy payments.

THE MULTIGRAPH

1820 E. 40th St., Cleveland, Ohio

Tell me what the Multigraph will do in our business.

Our line is _____

Name _____

Official Position _____

Firm _____

Street Address _____

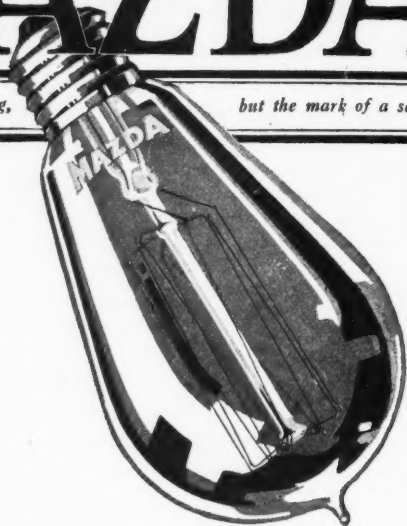
Town _____ State _____

Get a **MULTIGRAPH**

MAZDA

'Not the name of a thing,

but the mark of a service'



From the incoming host of new ideas on lighting, MAZDA Service selects for the makers of MAZDA Lamps, only those developments in design, materials and methods that will improve the light you enjoy.

THE MEANING OF MAZDA

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive

this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York. The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF THE
GENERAL ELECTRIC COMPANY



Business Press Has Plan for Advertising Third Loan

Stock Inserts of Sixteen Pages Prepared for Simultaneous Appearance

THE business papers representing the membership of the New York Business Publishers' Association have evolved a plan to coordinate all the loan advertising in their pages in a united and comprehensive way.

This plan is the work of a committee appointed for the purpose, and was announced last Monday night, March 4, at a dinner of the business publishers held at the Automobile Club in New York. At this meeting a sixteen-page insert, consisting of sixteen full-page advertisements to sell Liberty Bonds, complete with cuts and copy, with mortised spaces for the prospective donors' names, was made public, and the plan of action explained by J. J. Rockwell, of the McGraw Hill Company, Inc.

The idea is, instead of the individual publishers going out and selling space for Liberty Loan advertising to be filled at random by Liberty Loan Committee copy, copy by the paper's service department, or by the advertisers themselves, it was felt that more could be accomplished if a united front could be offered by all the publications running as near the date of the start of the loan as possible (April 6) a single insert of large size with practically the same copy, thus blanketing the whole business field in a broad way. In explaining the details, Mr. Rockwell said:

"The publisher will donate the first page, on which, in the space indicated, the names of all advertisers contributing space for the insert will be shown. On all pages, where the full page is contributed by one advertiser, that concern's name will be shown in the space provided. Where a page is made up by the space contributions of more than one advertiser the composition will be arranged so that all contributors' names will be shown.

"Where 'bogey' has been made and the publisher finds it possible to devote more space to advertising the Liberty Loan it is suggested that such additional space be used in similar inserts in succeeding issues published during the period of the drive. For succeeding inserts it is preferable to have new copy, created either by the advertiser, by the publisher, or by the publicity department of the Liberty Loan Committee. Copy for such inserts created outside of the Liberty Loan Committee's department should be submitted to that department before publication, as in the past some copy run independently by well-meaning advertisers sometimes contained matter of a nature that the committee considers it desirable to avoid.

"The copy for the insert submitted with this plan is of necessity general in character. The whole scheme can be immeasurably strengthened if, in different papers, the copy is changed so that it will especially appeal to the conditions in the field covered by each paper, to 'talk in the language' of the individual industry and to bring out what the winning of the war and its successful financing means to that particular industry.

SPOKES OF THE ADVERTISING WHEEL

"Urge your advertisers to secure a supply of reprints to send out to agents, customers, employees and all connections. Under this follow-up plan it will be possible not only to effect a great increase in the distribution of the copy, but it will aid the advertiser to make a man-to-man appeal to his whole circle of business acquaintance to support the loan."

Plates for the inserts, he explained, will be furnished at cost by the McGraw-Hill Co., Inc.

The committee that drew up this plan of action consisted of Mr. Rockwell, Roy V. Wright,

managing editor of the *Railway Age*; George Griffiths, of the *Hardware Age*; J. H. Bragdon, of the *Textile World Journal*, and Charles B. Shanks, of *Motor World*.

Will. Irwin, war correspondent and magazine writer, was the first speaker of the evening. He told vividly of the background behind the great Italian disaster of last October, using his talk as a basis for his contention that, instead of being a liability, Italy is an asset to the Allies to-day. When the Italians learned how they had been tricked by German craft he said that their pride was hurt, and that was the one thing to make them stand together as never before against the Hun. He sketched the almost insuperable obstacles that the Italian armies had surmounted in their drive across Alpine peaks until only another hill separated them from Italia Irredenta, the Austrian plains and a straight road to Vienna.

GERMAN PROPAGANDA ITALY'S UNDOING

At about this time German propaganda, aided by the anti-war position of a small block of about fifty Majority Socialists in Italy, small in numbers but able parliamentarians, began to get in its work at home behind the lines. A "whispering propaganda" was started among the peasant women at home, which spread to their men when home on leave. The rumor got among the army that the war would be over by December—that secret peace conclaves were going on in Switzerland. Disaffected Austrian divisions from the Russian front were placed opposite the Italian second army at spots where attack, because of natural defenses, seemed least possible to occur. Fraternization and an exchange of ideas, including radical notions caught from the Russians by the Austrians, confirmed the Italians in their belief of the approach of peace. Moreover, devilishly ingenious forgeries of Italian newspapers found their way to the Italian front, telling of food riots

back home, and of women and children being shot down by British soldiers. These and other details are recorded history by now.

The point that Mr. Irwin made was that, when the Italians realized that they had been tricked, the fact stirred the Italians to such a pitch that, in reorganizing their lines, while the British and French insisted that the apparently indefensible line of the Piave, a sand plain, could not be held, and that Venice must be given up, the French and British dug in at the Adige, not even hoping to stop the Hun at the Tagliamento intervening; but the Italians did stop them at the Piave.

Arthur J. Baldwin, president of the Associated Business Papers, Inc., remarked, anent the Liberty Loan, that whereas Frederick the Great had said that for war it was necessary to have money, more money, and then more money, Treitschke endeavors to correct the Kaiser's grand forebear by saying that modern armies can raise their funds off conquered lands. Mr. Baldwin is of the opinion, however, that Frederick was more nearly right.

"We're the business papers of this country," he said, "our business now is winning the war, and that's why we're here to-night."

Other speakers were Roy V. Wright, of the *Railway Age*; Guy Emerson, publicity manager of the New York Liberty Loan Committee, and Charles A. Hirschberg, of the Ingersoll-Rand Company. Mr. Hirschberg started the ball rolling by announcing the donation by his company of space in some forty-one publications in which it advertises to the purposes of the Liberty Loan.

Ford Prices Advance

The Ford Motor Co. has increased the price of its cars \$90 and its chassis \$75. The price of the truck chassis remains unchanged. The increase is ascribed to the rising cost of materials. It will immediately be surmised, also, that the reduced output of the company, on account of its Government contracts, has been partially responsible for the new prices.

"Birds of a Feather"

LIKE seeks like, and if you would have quality people believe yours is a quality product, be sure the paper of your printed matter says "Quality" too.

We are all playthings in the hands of old Cy Koloy and the reader absorbs an atmosphere from a skillfully selected Strathmore Paper that is more convincing than formal argument.

Your Printer will help you find the Strathmore texture and color that express the idea of your product.

Write for "The Language of Paper"—a talk on the expressiveness of texture and color in advertising, by Frank Alvah Parsons President of the New York School of Fine and Applied Arts. Strathmore Paper Company, Milton, Mass., U. S. A.

Strathmore Quality Papers



How Catalog Users Save Money



"Feathercoat"

A Featherweight Enamel Book Paper, perfect for black and white or colors.

Catalog users can have all the advantages of beautiful pages, in black and white, or colors and yet keep expenses down, by using "Feathercoat," a super-light enamel book paper for color work.

"Feathercoat" is made in the basis weight 25x38-46 lbs. It is the most economical high-grade paper made because its initial cost is moderate and its lightness saves mailing expense. It makes bright, distinctive catalogs, for it takes four-color process printing perfectly.

Send us one of your catalogs and we will show you how to increase its size and decrease its cost. Or write for samples.

Birmingham & Prosser Company

CHICAGO KALAMAZOO
NEW YORK

Help the A. A. C. of W. Stop War Gossip

During March the A. A. C. of W. will co-operate with the Committee on Public Information in Washington in an appeal to stop war gossip. Spreading rumors, it is pointed out, helps nobody and may be of actual aid to the enemy. The repetition of propaganda-made stories that are founded on falsehood and tend to create discontent is likewise to be discouraged.

Newspapers, advertisers, and business men will be asked to give publicity during March to several slogans intended to show the importance of refraining from gossip on the subject of the war. Some of these slogans are given below.

"Our Enemies Over Here Are Trying to Hurt Our Boys Over There. Our Enemies Are Listening, Don't Talk."

"If you know anything Germany would like to know, let this be your Speechless Day."

"Germans—their agents and sympathizers—are trying to overhear you. Keep Quiet! Don't Talk!"

"Don't Talk. If you want to help this nation, Don't Talk! Cut the public conversation, Don't Talk! Do not make the Germans wiser! Be a conversation miser! If you want to can the Kaiser! Don't Talk!"

"Your idle prattle may lose a battle. Don't tell all you know."

"A Word to the Spies is Sufficient. Don't tell all you know."

EVERYMAN'S PLEDGE

America shall win this war! Therefore, I will work, I will save, I will sacrifice, I will endure. I will fight—cheerfully, and to my utmost—as if the whole outcome of the struggle depended upon me alone.

"Home Life's" New Eastern Manager

William J. Noble has been appointed Eastern advertising manager of *Home Life*, Chicago, with headquarters in New York. He succeeds Wilbur L. Arthur, who has entered the service of the Government.

Mr. Noble was formerly with Barron G. Collier, Inc.

E. E. Blake Joins Melville Clark Piano Co.

Edward E. Blake, who for a number of years has been advertising manager of the E. A. Starck Piano Co., Chicago, has become associated with the Melville Clark Piano Co., also of Chicago.

Salt Lake Newspaper Change

The Salt Lake City *Herald-Republic* has been leased to the Telegram Publishing Company, publisher of the *Telegram*. The paper will continue to be issued every morning.

Supreme Court's Latest Price-Fixing Decision

The United States Supreme Court, in a decision just handed down in the case of the Boston Store, of Chicago, against the American Graphophone Company reaffirms previous decisions that a contract cannot be enforced for the purpose of fixing retail prices of patented articles. Chief Justice White, who announced the decision, referred to the case of Bobbs-Merrill Company, A. B. Dick Company, O'Donnell, Victor Talking Machine Company, Motion Pictures Patents, etc.

The principle in all of these was an attempt to make use of the monopoly right of a patent to control the resale price of each article in question.

Justice White concluded:

"It becomes, we think, unnecessary to do more than say that we are of opinion that the attempt in argument to distinguish the cases by the assumption that they rested upon a mere question of the form of notice on the patented article or the right to contract solely by reference to such notice is devoid of merit, since the argument disregards the fundamental ground upon which, as we have seen, the decided cases must rest."

Justices Holmes and Van Devanter dissented.

Wizard Has Discovered the Recipe

The best recipe for advertising success is: To a good measure of high-grade merchandise add an equal amount of hard cash. Allow this to set until your nerve rises, then add as much printers' ink as it will stand. If your "dough" begins to fall use glue freely, for if you don't stick, your efforts are a failure.

This is the recipe we followed with the Wizard advertising. We had the right quality merchandise from the very beginning, but we were not tempted to advertise until we had the hard cash. Nerve we always had, and now printers' ink is being added freely. Don't worry about our not sticking, for we didn't begin advertising until we knew that we could stick to it. We began in a small way and each month have increased our advertising.

Not once since we started have we stopped, and we are not likely to stop, either. Our programme for 1918 is a very ambitious one. Half pages in the *Saturday Evening Post* regularly each month will form the backbone of our campaign. To this will be added more space and additional mediums as it seems advisable.—Wizard Foot Appliance Co., St. Louis.

Former New York Newspaper Owner Dead

Henry L. Einstein, owner of the *New York Press* (now merged with the *Sun*) from 1895 to 1912, died at his home in New York last week, aged 69 years.



Concentrate on "PUNCH" as the public do

Try to think of another paper besides "PUNCH" which is popular among all the different British political parties, religious bodies and other similarly watertight sections of the public. You cannot—just because none exists.

Obviously, then, if you want to *concentrate* on the British market there's only one way to do it—in "PUNCH."

Money so spent is seed sown in rich ground, for the best people read "PUNCH."

Note the advertisers who *do concentrate* in "PUNCH" and see if the moral be difficult to draw.

ROY V. SOMERVILLE

Advertisement Manager, "Punch"

10 Bouverie Street
London, E. C. 4., England

Effect of Government Control on Railway Advertising

(Continued from page 6)

which is expected to make general increases in railroad wages. There will continue to be a shortage of labor on the railroads, but there is ground for hope that it will not be so serious as in the recent past. The labor shortage is really the opportunity of many railway supply concerns, for it greatly increases the need and demand of the railways for labor-saving devices and machinery.

Some alarm has been caused in the railway equipment and supply business by the plans of the Director-General for standardizing a large part of the engines and cars bought under Government control and for centralizing the control of purchases. But there is no reason at present for fearing that standardization or centralization of purchases will be carried so far as to do substantial harm to any concern which makes things than can be sold on their merits. If the railways are to be adequately maintained, and their facilities are to be increased as conditions demand, the expenditures for maintenance and for additions, betterments and expenditures should be at least \$2,000,000,000 a year. Of this, about \$800,000,000 would be spent for equipment and materials. It is hardly conceivable that the Director-General would attempt to concentrate such enormous purchases in Washington. The Ordnance Department, the Red Cross and other big organizations which began by centralizing have found it necessary to decentralize. While railway purchases will be controlled from Washington, probably most of them will be made by the officers of individual railways much as in the past.

On the whole, there seems reason for anticipating that under Government control railway manufacturing and supply concerns throughout the country will be

given larger orders by our railways than for some years. Furthermore, the foreign demand for American railway equipment and supplies is now greater than ever before, and will probably be maintained and even increased for some time at least.

While Government control probably will result in an increase of the expenditures of the railways for equipment and supplies, it will cause a sharp reduction of their outlays for advertising. Their expenditures for this purpose recently have amounted to about \$10,000,000 a year. Their advertising has been done chiefly for four purposes—to capture competitive passenger business, to develop new passenger business, to attract industries to their lines, and to influence public opinion.

The expenditures made to exploit competitive passenger service have been the bulk of the total. Why, under Government control, should the railways continue to advertise passenger service? A main purpose of control is to eliminate competition. Furthermore, the Government does not want travel increased, except for essential business.

Assuming the railways are to be returned to the management of their present owners after the war, a strong argument can be made in support of the view that they should continue to advertise to keep their names and service in the public mind. But the purse-strings are not now held by the managers, but by the Government. The Director-General of Railroads is intent on operating the railroads strictly as a single system, and there is a suspicion that he would not be adverse to welding them so fast together that they could not be pulled apart. In these circumstances, the prospects for a continuance of advertising of competitive passenger service are very poor.

The chances for a continuance and even a large increase of advertising to attract population and industry to the territories along the various lines ought to be better. When the war is over there

Liberty War Number

SCIENTIFIC AMERICAN

April 6th, 1918

OUR FIRST YEAR OF WAR

A record of the actual accomplishments of the United States during our first year at war, as told by the following members of the administration:

HON. JOSEPHUS DANIELS,
Secretary of the Navy.

HON. NEWTON D. BAKER,
Secretary of War.

MR. EDWARD N. HURLEY,
Chairman U. S. Shipping
Board.

MAJOR GEN. GEORGE O.
SQUIER,
Chief Signal Corps of the
Army.

MR. GROSVENOR CLARKSON,
Secretary, Council of Na-
tional Defense.

HON. WM. G. McADOO,
Director General of Rail-
roads.

DR. HARRY A. GARFIELD,
U. S. Fuel Administrator.

MR. HERBERT HOOVER,
U. S. Food Administrator.

MR. GEORGE CREEL,
Chairman of Committee on
Public Information.

MR. HORNING,
Chief of the Automotive
Product Section of the
Council of National
Defense.

Circulation 140,000

Last forms close March 26th

MUNN & COMPANY, Inc.

Woolworth Building - - New York City



R.H. Palenske

Now Vice Pres.

S & W ART SERVICE

*Recognized the Master Mind
as a Human Interest Illustrator
by nearly every Ad. Man.—
The Result of years of News-
Paper Experience illustrating
news events of world wide
interest. He was also the
well known Art Director and
Treas. of one of the largest
Ad. Agencies in the Country*

S & W ART SERVICE

Republic Bldg.

Chicago

Sam Stoltz Pres. & Art Director
R.H. Palenske Vice Pres.
W.F. Williams Secy. & Treas.

will be—or ought to be—a huge shifting of population to, and a vast development of industry in, the now relatively undeveloped parts of the country. The railways can help guide these changes along right lines by intelligently and interestingly advertising the features and resources of their respective territories. Such advertising would help solve some of the Government's most difficult future problems. We now have about 2,000,000 men in arms. We may have 5,000,000 when the war ends. Where are they going then, and what are they going to do? We shall probably have a large increase of immigration. Where are these immigrants going, and what are they going to do? The tendency of both soldiers and immigrants will be to crowd into the congested centers. The welfare of the nation demands that they distribute themselves throughout the country. One of the most effective means for promoting this distribution would be the right kind of railway advertising.

Every newspaper or magazine which goes to the training camps or cantonments in this country, or to the American army overseas, is devoured; and many thousands of newspapers and magazines are going there. Our newspapers and magazines which go overseas will be scattered all over Europe; and when the war ends there will be more Europeans who can read English than ever before. Now, during the war every soldier and many civilians—Americans and Europeans—will be deciding what they will do when the blood-letting is done; and therefore advertising may be so used during the war as to have a great effect on the distribution of population and the development of industry in their country after the war. May we not hope that the railway managers will see the desirability of the railways doing this constructive kind of advertising, and that the Government will be far-seeing enough to permit and encourage it?

"Public policy" advertising has

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seldom been done on a large scale by the railways. They have been accused at times of "subsidizing" the press by large advertising expenditures; but newspaper and magazine publishers have the best reason for knowing this charge is baseless. Before the war the expenditure for advertising passenger automobiles was two and one-half times as great as the advertising outlay of all the railways. The largest "public policy" advertising campaign ever conducted by the railways was that in the eight-hour day controversy in 1916. They then placed advertising in practically every newspaper in the country, and were accused of spending millions of dollars. The whole campaign cost them only \$300,000.

However, during recent years the railway managers have been showing a growing appreciation of the value of "public policy" advertising. If Government control had not been adopted they would have largely increased it. They had prepared for an extensive advertising campaign for fairer regulation and against Government ownership, which the adoption of Government control has prevented them from carrying out. Presumably there will be little "public policy" advertising by the roads while the Government has control of all their expenditures.

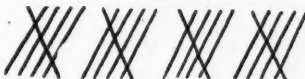
The effect of Government control on advertising has an interesting bearing from the standpoint of newspapers and magazines on the subjects of Government ownership of railroads and of state socialism. Under Government ownership, as under control, there would be little or no railroad advertising. By the same token, every step toward socialism will tend to reduce the patronage newspapers and magazines will receive. Theorists who regard advertising as an economic waste will not regret this. Those who see in it a great force for the creation of new public tastes and desires, for the education of public opinion, and for the upbuilding of industry will feel differently.

Count These Lines



How Long Did It Take?

Now Count These



How Much Quicker?

The number is the same in the two cases. *Arrangement* makes the difference in time. There is the same relative difference in time-saving between a littered, disarranged desk and one equipped with one or more HORN "Instant" DESK FILES.



HORN Instant DESK FILES

keep the papers on all pending matters in compact, convenient form—Instantly accessible, indexed A to Z in the case of No. 10; 1 to 31 in No. 11; and with celluloid-covered removable index tabs for special classification in No. 9. The pocket pages hold papers securely but without gripping.

No. 10, \$2.25, has 28 pocket pages; No. 11, \$2.50, has 32; and No. 9, \$2.00, has 18. Over-all size, 10 1/2 x 12 inches. Legal size (10 1/2 x 13 1/2 in. over-all), in same three styles respectively as Nos. 10, 11 and 9, are No. 20, \$3.00; No. 21, \$3.25; No. 19, \$3.00. Many other styles, all sizes, in free catalog. Ask your dealer or send coupon.

W. C. Horn Bros. & Co., (Est. 1846) 541-547 Pearl St., N. Y. C.

Please send me Desk File, No. 9, 10, 11, 19, 20, 21 (cross out any not wanted), with the understanding that it may be returned within 10 days if not satisfactory. I enclose \$ PISA

Name _____

Address _____

Teaching the Grocer

How British Grocers Learn the Trade—Three-Year Course, with Examinations and Certificates

By Thomas Russell

[EDITORIAL NOTE.—It has been repeatedly claimed that one reason why many retailers do not get ahead is because they are unfamiliar with the purely technical side of their business. Not possessing enough facts about his wares, it is hard for the dealer to be enthusiastic about them, and without enthusiasm a business languishes. It is said the British are much more advanced in this particular than we are in the United States. In this article Mr. Russell tells why.]

IN Great Britain the public is protected against mistakes in medicine by a law which requires anyone keeping a drugstore to pass certain examinations, and prove that he has served an apprenticeship to a legally qualified druggist. No such protection is extended to the public when buying food. Anyone can be a butcher, baker or grocer, provided he takes care not to have on the premises meat or other food in bad and dangerous condition.

It is nearly as important that foodstuffs (especially in wartime) should be of good quality and contain their full quota of nourishment, as that it shall not sometimes by accident become deteriorated. No butcher would wilfully sell foul meat: his customers would soon put him out of business. But it is quite easy for things like oatmeal, biscuits, cheese, cereals and the like to be below standard, especially in poor neighborhoods, where people get foods cheaply and are not surprised if the quality is not first rate. A grocer is not allowed to adulterate his goods. But he is not required to know how to tell good oatmeal or rice from poor. That is the customer's look-out. Obviously the consumer is best protected by buying branded and packaged articles. If he buys loose oatmeal or flaked oats he takes a chance. What he gets may be good or inferior, and he never knows whether it is twice alike. Quaker Oats are sure to

be uniform. Advertising protects the consumer.

A grocer with a knowledge of his wares will buy more advantageously, and his knowledge protects his customers. For the last eight or nine years the Institute of Certificated Grocers has done good work by promoting classes in grocership and storekeeping, and holding examinations for certificates of proficiency. These technical tests have done much good. They have raised the standard of efficiency, and caused grocers to read their trade papers with more intelligence; often writing to authors of articles therein, and contributing to the correspondence pages.

The standing of a grocer with the certificate of the Institute is acquiring recognition. Trade advertisements sometimes contain invitations to certificated grocers to inspect factories and satisfy themselves about the processes used in making the goods which they sell. It is thus shown that a grocer with the certificate is considered capable of appreciating the work.

CLASSES IN GROCERSHIP

This capacity is acquired through working experience under the apprenticeship system, and also through lectures and classes held in different parts of the country. The syllabuses of several such courses are before me. Lectures in one of them are announced to be held from 8 to 10 on Monday evenings. The subjects are:

(a) Trade bookkeeping and arithmetic.

(b) Salesmanship and business routine.

(c) Commodities (including bacon and hams, cheese, butter, margarine, preserved and canned goods, spices, sundries, etc.).

At the present time, when men are being released for the great

Pennsylvania Farmer

the only eastern sectional farm paper to gain in volume of advertising in 1917 over 1916 and also one of only two to gain in January 1918 over January 1917.

There is a reason: It covers the garden spot of the East, with a concentrated, localized, reader-interest, exclusively farm circulation of 60,000, and pays on most accounts.

8 Leading Pennsylvania Farm Crops were worth in 1917 \$351,504,516.00 or \$130,951,017.00 more than in 1916. All farm products for Pennsylvania for 1917 are estimated as having been worth over \$611,000,000.00.

Labor-saving machinery and comfort-giving household conveniences find an especially eager market now.

Add Pennsylvania Farmer to your list if you are interested in the farm trade in this field.

Pennsylvania Farmer

261 South 3rd Street

Philadelphia

Member
Standard Farm Paper
Association

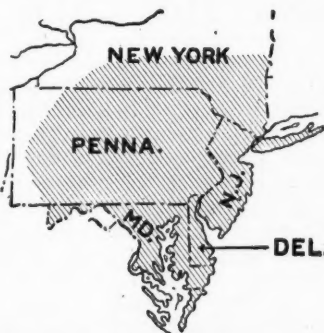
Audit Bureau of
Circulations

New York Office

Eastern Representatives
W. C. Richardson, Inc.
381 Fourth Ave.
New York City

Chicago Office

Western Representatives
Standard Farm Papers,
Inc.
Conway Bldg.
Chicago, Ill.



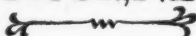
THE LAWRENCE FARM WEEKLIES

Pennsylvania Farmer, Philadelphia.....	60,000
The Ohio Farmer, Cleveland.....	125,000
The Michigan Farmer, Detroit.....	80,000

NATIONAL EXPORT ADVERTISING SERVICE INC.

M. J. Kruming President

2 RECTOR ST., NEW YORK



Advertising and Trade Service in
South America, Central America
West Indies, Australasia and the
Pacific Islands, South Africa, China
India, Russia, & all European Countries

WHY PAPER AND PRINTING ARE LIKE AUTOMATIC MACHINERY

Just as automatic machinery is being relied upon in manufacturing to take the place of men who are at the front, so printing also must be relied upon in the selling department to take the place of salesmen. We must make our printing do twice as much as ever before. It must be more efficient, copy, paper and printing. Executives who are interested in increasing the efficiency of their printing will find in TICONDEROGA EGG SHELL Book Paper for type and line cuts, and TICONDEROGA SPECIAL MAGAZINE for halftone and process color work, the exceptional quality and value at the price to meet every possible requirement. Write us for printed specimens.

TICONDEROGA PULP AND PAPER COMPANY
200 FIFTH AVENUE, NEW YORK

patriotic privileges of war service by the employment of women, these classes do good work. The syllabus, already quoted, says:

"Women who have recently entered the trade or are about to do so will find the lectures and demonstrations especially interesting and useful.

"(a) To afford a sound training in the principles and processes pertaining to the trade.

"(b) To interest and instruct the students in their own business, thereby increasing their efficiency and their wage-earning power.

"(c) To prepare students for the examinations of the Institute of Certificated Grocers to be held about the third week in April, 1918."

From the prospectus of another series of lectures by a number of special experts, I extract the following *syllabus of Commodities Course*:

"*Tea*—Sources of supply—the tea plant—its history and cultivation—characteristics and uses of various teas, Indian, Ceylon, China, Java, etc.—how tea is prepared, graded, packed and shipped. Practical work: Simple and broad judging of kinds, qualities and values in the dry leaf and in liquor; the effect of each in blending.

"*Coffee*—History and geography of growth and cultivation, varieties—South and Central American, Indian, Arabian, Jamaica, etc., and their identification and characteristics. Practical work: examination of samples and first steps in roasting.

"*Cocoa*—Introduction to Europe—cultivation and preparation of beans—sale in this country—sources of supply—how manufactured—products. Practical work: Examination of raw materials, intermediate and finished products.

"*Sugar*—History and statistics—sources of supply of cane and beet sugars—how grown, manufactured and refined. Practical work: Examination of various sugars and syrups, and tests for purity, strength, etc.

"*Cereals and Farinaceous Goods and Legumes*—Countries of origin

—kinds—values as foods, etc., of wheat, oats, barley, peas and lentils. Examination of samples for identification and judging value. Methods of cooking.

"*Spices and Condiments*—Spices and their origin and preparation for market—how packed, cleaned, distributed. Practical examination of spices, etc., for identification, valuing and describing.

"*Dried and Evaporated Fruits*—Distinction of kinds—sources of origin—how prepared, packed and distributed—seasons to buy, show and advertise—value as food. Practical work: Examination of samples.

"*Canned and Preserved Meats, Fish, Fruit and Vegetables*—Invention of and methods of preserving, bottling, canning, etc.—whence we derive supplies—grading and valuing—market terms, etc. Practical examination of samples.

"*Jams and Preserves*—Various kinds and qualities—manufacture, buying, storing, showing and selling.

"*Bacon and Hams*—Sources of supply—the bacon pig—curing—various cuts (e.g. Wiltshire, Cumberland, American, Canadian, etc.)—grading, buying, storing, cutting and pricing for a profit.

"*Cheese*—Kinds of cheese: (a) soft, (b) hard—characteristics—how to judge, buy, store and sell—cheese pests.

"*Butter and Margarine*—Sources of supply in summer and winter—how made—judging and buying—keeping—showing and selling—standards as fixed by law, and prosecutions as to sale, with definitions. Practical work: Examination of samples of butter and margarine, with hints how to distinguish the difference, to judge for quality, etc.

"*Lard, Eggs and Sundries*—Sources of supply and seasons—how eggs are graded, packed and sold by different sources—calculation of selling prices, etc., etc.

"The lantern will be frequently used during the course.

"The text-books recommended by the Institute are: (a) 'The Grocers' Handbook,' 4s. 6d. net;

(b) 'Bacon and Hams,' by Mr. Geo. J. Nicholls, F.G.I., 3s. 6d. net.

"Regular and punctual attendance is earnestly recommended. The use of note-book and pencil is strongly advised. Certificates: Students, men or women, on passing the Institute of Certificated Grocers' examinations in April, 1918, will receive the Institute's certificate."

The examinations are three in number. In each year "Knowledge of Commodities" takes the first place; in the first year students are also examined in English commercial arithmetic and elementary bookkeeping. Later, laws affecting the trade, business methods and the principles of advertising are added, with (in the final examination) practical tests in the matching and blending of teas, in coffee roasting and blending, in examining bacon, butter, margarine, cheese, etc., and in invoicing, weighing, parcelling and other actual work.

It is easy to see that a grocer or a grocer's apprentice who has qualified for such examinations as these brings to his job a much more enlightened competence than an untrained man. That he is believed likely to do better business is evidenced by the fact that about 150 manufacturing and wholesale concerns every year subscribe to the funds of the Institute—a great many of the contributors being prominent advertisers. It is evidently considered that a grocer with technical training will sell more groceries in consequence of this training.

Hats Sold by Sample, Without Salesmen

The Peruvian Panama Hat Company, of New York, has adopted a new plan of selling by sample, in which it offers to send dealers a "style box" containing twelve Panama hat styles "chosen by the leading American hatters." These sample sets, it announces, are expressed prepaid to show the buyer assured styles for the season.

"After inspection, you can, of course, return them to us at our expense," the company continues, "but what we will look for is a hurry order or your request that we bill these famous samples to you as due and payable May 1, 1918."

Flowers by Telegraph—As Advertised

She was from Savannah and he was from New York. They had met at the Plaza, and they loved each other. But she had not been able to stay; she had to go home to her people for the Easter holidays, and he had not been able to follow her.

He wanted to be remembered by her, to keep fresh the memory of the Northern lover she had left behind her in New York. He did not dare write. Written words were so cold, lifeless, impersonal. A letter was a leap in the dark. A letter might arrive at the wrong time, be received in the wrong mood, read in the wrong spirit; and he would not be there, and all might be lost.

Yes, he would send her flowers.

Roses were for the stage door, chrysanthemums for curbstone brokers, orchids for pork packers, violets for matrons in Persian-lamb coats, sweet peas for Harlem shopgirls, carnations for yokels and negro funerals—he dismissed them one after another. He wanted something more select, more elegant, more courteous. He knew how attentive they were to such matters in the South. Then he thought of gardenias.

What could be more delicate, more gracious, more beautiful than gardenias; firm, luscious gardenias, with their deep green, lustrous leaves; gardenias, with their lingering, seductive fragrance?

Yes, he would send her gardenias.

Gardenias, he found by inquiring at a florist's shop in upper Fifth Avenue, the very best gardenias, were from fifteen to eighteen dollars the dozen. He would send her the best gardenias.

With beating heart he looked up the name of the foremost florist in Savannah, and telegraphed him to deliver twenty-five dollars' worth of the finest gardenias to her home on Easter morning.

Then he waited. He waited for Easter Sunday. He waited for a telegram. Then he waited for a night letter. When that did not arrive, he waited for a special-delivery letter. Two days later he was sure that something dreadful must have happened to her, and wanted to telegraph, but did not dare. The week went by without a word from her.

Two weeks later he received the bill from the florist: "To five barrels of Cape Jasmine (gardenias) and cartage, \$25."—*Collier's*.

Eiker Enters General Agency Field

T. B. Eiker, New York, for many years engaged in proprietary medicine advertising, has entered the general agency field, and is now associated with the Andrew Cone Advertising Agency, of that city.



40th
Year

TO us each dollar of an advertiser's budget is 100 cents that has been earned, saved and intrusted to our judgment in expending.

So each dollar we employ in a client's interests is handled with the thoughtful economy we would use were it our own.

W. H. H. Hull & Co., Inc.
Tribune Building. New York
Established 1878

PHOTO-CHROMOTYPE ENGRAVING CO.



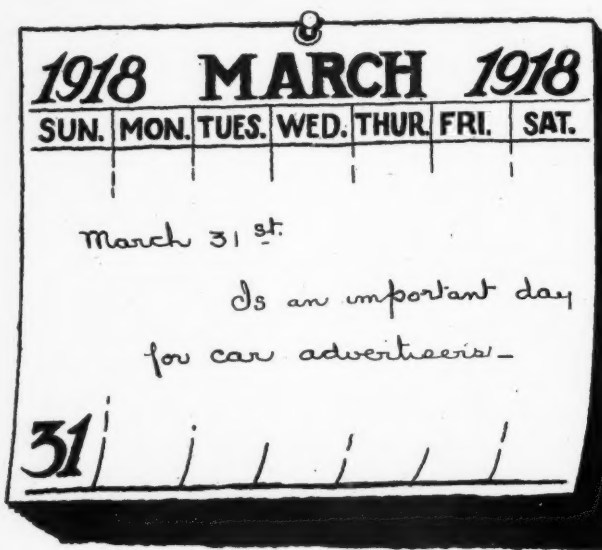
It would not pay us to advertise to gain mere transient orders.

Our business is built on the continued trade of satisfied customers.

We solicit your engraving orders, confident in our ability to meet your highest demands in any class of photo-engraving.

920 RACE STREET

PHILADELPHIA, PA.



ON MARCH 31st, 1918

**the rates for Car Card and
Poster Advertising on the**

**Brooklyn Rapid Transit System
and the New Broadway Subway
will be increased**

At the increased figures, these rates will be infinitely lower
than those of any similar municipal service in the country.

Buy This Service TODAY!

This combination means the Brooklyn Rapid Transit
System—Surface, Elevated and the new Broadway Sub-
way—the greatest Car Advertising Buy Today.

**BROADWAY SUBWAY AND HOME BOROUGH CAR
ADVERTISING COMPANY, Inc.**

Telephone 6311 Cortlandt

31 Nassau Street, New York

Reduce Number of Shades and Textures of Brick

Brick Manufacturers Like Other Industries, Are Struggling with the Paramount Need of Saving Coal—Good Will Affected in Some Cases, as Certain Cities Run to Special Textures.

Special Washington Correspondence

THE brick industry is taking stock of itself and trying to see how it can meet the requirements of the fuel situation by cutting down the number of shades and textures of face brick. This move is in line with the recently expressed wish of the Government that the non-essential parts of businesses be eliminated rather than the whole business itself.

There are a lot of shades of brick which have been made as the result of no particularly strong demand. A manufacturer wished to outdo his competitor, and so went him one better "to build up a complete line."

Brick manufacturers, like the paint manufacturers recently, are for the most part glad to have this chance to cut out wasteful competition. With everybody doing it, nobody need worry.

A good many of the shades can be dropped from the catalogues without sacrificing any substantial interest. But manufacturers are not so sure about reducing the number of textures now on the market. They see complications, and even hardship, for a number of manufacturers. The point is made that various cities have their distinctive local preferences for textures of face brick. Will such cities give up their preferences easily?

The merits of textures have been dwelt upon more often in advertising than have the merits of shadings. Shades, it is felt, can be reduced without much trouble. But if fuel is denied to those plants which are making dispensable textures of brick,

some concerns are going to be hurt seriously.

Some manufacturers of face brick have built up their trade and reputation on unique textures. Suspend their "needless" textures for the war, and it is felt there will be a great loss in good will.

By the curtailment of shades of brick a saving of eighteen or twenty thousand tons of coal a year can be effected.

House-Organ Becomes a Quarterly to Save Material

John P. Munn, president of the United States Life Insurance Company, New York, has announced that "The Ingleside," the company's house-publication, will be issued quarterly hereafter instead of once a month.

"Present conditions in the economic world," said Mr. Munn, "demand that no unnecessary labor or material be expended and we have therefore decided to limit the publication of the 'Ingleside' by making it a quarterly instead of a monthly magazine commencing with the March number. No February number will be issued."

"When the great war in which our country is now engaged broke out, the people of England adopted the watchword 'Business as usual,' but they very soon found out that in this world-wide catastrophe 'Business as usual' is an impossible thing. We all hope that the object for which democracy has entered the field may be speedily achieved and that victory may crown our righteous cause."

Thinks This a Good Year for Motorcycles

The Harley Davidson Motor Company, of Milwaukee, believes that the 1918 season will be a prosperous one for motorcycle manufacturers. Merchants will turn to motorcycle delivery, so figures this manufacturer, in order to keep down increasing overhead. To point the way for the demand, newspaper advertising will be materially increased. A special campaign is being planned on a new motorcycle parcel car, a light delivery vehicle.

The company's bicycle advertising in the magazines will be doubled, as compared with 1917, and a small farm-paper campaign will begin to appear in the near future.

The Sterling Tire Corporation, Ruthersford, N. J., will begin a campaign in two national weeklies in March. The Blackman-Ross Company, New York, is in charge of the account.

The Chronology of a New Advertiser

Eight Months' History Shows How Knowledge of the "Game" Is Attained

Jan. 17—G. Beverly Gump, of the G. Beverly Gump Company, stumbles across a half-page advertisement of his newest competitor, The Progressive Mfg. Company, in "Everylady's Homestead," and ponders deeply over its effect on his business.

Jan. 18—J. Opper Toon, agency representative, happens in on G. B. Gump.

Jan. 25—After learning that the Progressive advertising investment totals \$40,000, G. Beverly, with many misgivings, approves a competitive schedule amounting to \$4,382.50.

Feb. 9—Squib in **PRINTERS' INK:**

The G. Beverly Gump Company, of Cincinnati has placed its advertising with Toon and Tacks, who are planning a campaign in women's publications for "Tin skin."

Feb. 12—Mr. Gump rejects all copy submitted by Mr. Toon on the grounds that "no outsider can understand our business," and substitutes some of his own.

Mar. 2—Mr. Gump dictates a scathing letter to his agency for their "excessive overcharge" on two drawings billed at \$12.50 each.

Mar. 25—First insertion appears, Mr. Gump's physiognomy being introduced to the feminine buying public. Mr. Gump leaves his office at 10 A. M. to spend the day in clubs, hotel lobbies, and on the street, waiting the compliments of his friends on his advertising.

Mar. 26—No compliments yet.

Mar. 27—First inquiry arrives, asking sample (no money enclosed). G. Beverly Gump personally dictates the reply, which requests six cents in stamps.

Mar. 28—Heavy mail arrives, including soliciting letters from (a) sixteen women's publications, (b) four sign companies, (c) two advertising agencies (suggesting

the "desirability of injecting new blood and new ideas into your campaign"), (d) one novelty house, (e) one research bureau ("do you know your market?"). Later in the day—inquiry from Yonkers druggist in bad credit standing.

Mar. 29—G. Beverly Gump approves the second batch of copy submitted by the agency "except for a few minor changes."

Mar. 30—Mail returns to normal but daily average of salesmen's calls on Mr. Gump increases by eleven.

April 4—Mr. Gump appoints his office boy advertising manager in order to dodge solicitations.

April 9—G. Beverly Gump signs check to cover first month's advertising and steps across the street for a highball.

April 10—Gump wires agency cancelling all advertising, but Mr. Toon happens in town in the nick of time to save the day for publicity.

April 25—Second insertion appears.

April 26—A few real inquiries develop.

April 27—Bill Drummer, Eastern salesman, reports that a dealer told him he had actually had two requests for Tinskin. He adds "did you see the Progressive full page in 'The Weekly Whirl'?"

April 28—in a moment of temporary amnesia G. Beverly Gump permits Mr. Toon to revise the schedule and concentrate the remaining \$2,964 into three insertions instead of eight.

April 29—Mr. Gump is summoned out of town, and the secretary of the company O.K.'s the new copy "as it stands."

April 30—The "Journal of the R. S. V. P." appears with a two-page spread in two colors, advertising to the trade the Tinskin advertising campaign.

If you want to cover the department, dry goods, and general merchandise field, YOU NEED THE

MERCHANTS TRADE JOURNAL

Ask us for proof of this statement and for sample copy. If you read it thoroughly, you will find the publication itself is its own best salesman.

Members of the A. B. C.

Address **MERCHANTS TRADE JOURNAL** Des Moines
NEW YORK CHICAGO INDIANAPOLIS

Also publishers of

FURNITURE MERCHANTS TRADE JOURNAL
the largest circulation among furniture merchants of any furniture magazine published.

MERCHANTS NATIONAL HARDWARE JOURNAL
MERCHANTS NATIONAL DRUG JOURNAL

Plenty of Prosperity and Pep in Paterson, N. J.

and the PRESS-GUARDIAN still maintains its position as "Passaic County's Best Newspaper."

HARRY PRUDDEN

one of the most widely known agency men in the United States is now a member of the G. Logan Payne Co., who represent the PRESS-GUARDIAN in the foreign field.

Ask Prudden

He Knows

IF you consider a city where one paper is subscribed for, paid for and read by 90 per cent of the people a ONE-PAPER CITY, turn your eyes on

DAYTON

THE CITY
AND
THE NEWS
THE PAPER

Does not serve any one class, but is edited for all—and all read it. Here is one opportunity to concentrate without sacrificing results.

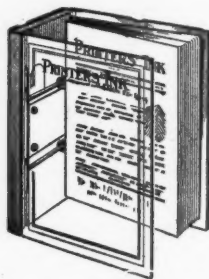
The Dayton News and Springfield News (Evening and Sunday) offer guaranteed service at favorable combination rates.

NEWS LEAGUE OF OHIO

Members A. B. C. DAYTON, OHIO

New York....I. A. Klein, Metropolitan Tower
Chicago....John Glass, Peoples Gas Building

BINDERS FOR PRINTERS' INK



*65 Cents Each—Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - - New York

*Where two or more are ordered at the same time, the price is 60c. each, plus actual shipping costs.

May 3—Two new jobbers order a quarter-dozen each.

May 25—The first life-size advertisement appears.

June 2—Business shows a pick-up in interest. Three salesmen report first sales to time-tried tough-nut prospects.

June 3—G. Beverly Gump approves a new and extended schedule and advertises for a life-size advertising and promotion manager.

Sept. 25—Clipping from the Cincinnati "Republicrat":

"Mr. G. Beverly Gump, president of The G. Beverly Gump Company, will address the first fall meeting of the local advertising club at their noon luncheon to-day at the Hotel Hambletonian. His topic will be 'Vision as Applied to Advertising—The Necessity of Making Up Your Mind Firmly in Advance and Then Sticking to Your Decision.'"

Oct. 1—Mr. G. B. Gump joins the Ad Club.

Do They Chill the Melting Pot?

* There are listed in Ayer's Newspaper Annual for 1918 1,380 publications that are printed in some language other than English in the United States and its island possessions. This is 6 per cent of the entire number of newspapers and periodicals in this territory.

It will be enlightening to many readers of PRINTERS' INK to glance at a list of the languages represented, with the number of periodicals printed in each of them:

Albanian	5	Lithuanian ..	17
Arabic	12	Norwegian ..	
Armenian	7	and Danish ..	58
Belgian-Flemish	3	Persian	1
Bohemian	62	Polish	78
Bulgarian	1	Portuguese ..	19
Chinese	12	Roumanian ..	5
Croatian	13	Rusin	1
Finnish	20	Russian	13
French	43	Ruthenian ..	
German	482	and	
Greek	18	Ukrainian ..	9
Hawaiian	6	Serbian	8
Hebrew	4	Slovak	24
Hindustani ..	2	Slovenian	14
Hollandish ..	27	Spanish	134
Hungarian	27	Swedish	69
Italian	110	Bulgarian	1
Japanese	24	Visayan, etc.	15
Lettish	4	Welsh	2
		Yiddish	41

Cheese Makers Out to Beat Europe

Already It Seems Assured That Americans Will Make Real Swiss Cheese—Scientists Hunting for Best Recipes for Other Fancy Kinds—Cheese Men Making Most of the Lack of Competition.

Special Washington Correspondence

AS the war progressed large sections of the American market found themselves unable to secure goods from abroad which had been selling in considerable volume here. The struggle of American industries to fill this aching void is resulting in the formation of new industries in this country. These industries are bound to yield advertisers in the future.

The cheese industry of the United States has always been a large one, but, convinced that European cheese-makers could turn out a far superior product, Americans never did really do their utmost to produce brands like Swiss, Roquefort, Camembert and cream cheeses.

With European competition eliminated, American cheese-makers have had a unique opportunity to experiment and to perfect their product. They deserve great credit for the advances that they have made. Not only are Roquefort and Swiss cheeses finding their way into our stores, but American manufacturers of those products are now reaching out for export trade.

When first confronted with the problem of how to make honest-to-goodness Swiss cheese, makers in the United States felt the lack of traditional knowledge of method which once enabled Switzerland to hold this business. One of the great difficulties has been overcome by employing in many instances Swiss workers who have come to this country.

The chances are good that American firms will be able to hold their trade on Swiss cheese

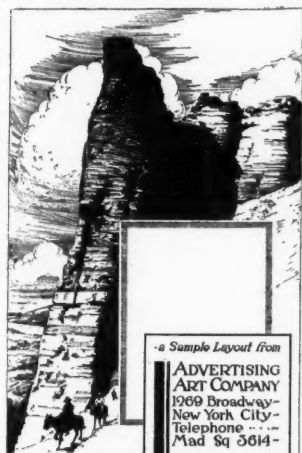
The Atlanta Journal

Atlanta, Georgia

73,363

was the average PAID circulation of the SUNDAY ATLANTA JOURNAL for February, this being the highest average circulation for any month.

**Advertising in the Journal
Sells the Goods**



a Sample Layout from

**ADVERTISING
ART COMPANY**
1969 Broadway-
New York City-
Telephone ...
Mad Sq 3614-

Art Plans
Layouts
Illustrations
Lettering
Decorations
Photography
Booklets
Catalogs
Folders
Posters
Car Cards

after the war, inasmuch as there will always be a price difference in favor of the American product. The question arises whether this American-made "Swiss" cheese should be sold as Swiss cheese, or whether some new brand name should be invented. This is a nice problem in advertising ethics. It may become a practical problem. American firms may soon decide that the merit of the product itself will win whether under the name of "Swiss" or any other. At the best, there is some feeling that by keeping the name "Swiss" cheese, Americans will put themselves in the position of promoting a substitute, or an imitation. Somebody may eventually have the happy thought and advertise the "X" brand of American Swiss Cheese, or adopt some other term which will at once indicate the origin of the goods.

From an advertising viewpoint perhaps the most important progress is in making the highly profitable lines of soft cheese. PRINTERS' INK is assured by those who are "in the know" at Washington that even epicures will be hard pressed to detect American factory Camembert cheese from the best imported article. It is said that the most practical scientific tests have been carried on by the specialists of the United States Department of Agriculture and that the product now being made is pretty nearly "right."

A year or so after war broke out in Europe those Americans who have discriminating taste for Roquefort cheese thought they detected a difference in quality. There evidently was a difference in quality. With far less Roquefort cheese imported, many American cheese-makers jumped into the breach with their own brand of Roquefort. It did not have the taste. It was not properly ripened. But experiments have been persistently carried on, and the quality has been steadily improving. Many things have been found out in the dairy research laboratories of the United States Government. Experiment-

ers there have developed a method of making Roquefort cheese from cows' milk. Laboratory products made according to this process are pronounced the equal of the French cheese, and the Government hopes soon to be in a position to give out instructions which will enable American firms to apply the process.

The United States Department of Agriculture is encouraging the expansion of cheese manufacture, especially in districts where the industry has not thrived, but which are well adapted to it. This encouragement of the Department is taking a highly practical form. Studies have been made to determine what types of machinery are most efficient for use in cheese factories. As a result, there are now thirty-four cheese factories in the southern mountains, where, before 1914, there was not one. Twelve new cheese factories have been opened in the West within a year.

American cheese-makers are trying hard to simulate all the imported cheeses which once had such vogue. There have been striking difficulties. In years past American-made Swiss cheese sold for a much less price than the imported article, because of the imperfect formation of the holes or "eyes." Scientific workers hope to discover the organism that causes this characteristic "eye" formation. If they do, few people will be able to detect, either from appearance or taste, the United States brand of Swiss cheese from that which came from Switzerland.

Even with a complete knowledge of how to make the goods, American cheese-makers will doubtless understand that the problem of selling their cheese when peace comes cannot be overlooked. Will the old, instinctive public feeling that the imported is better than the domestic suddenly revive? What can the American cheese-maker do? The advertising man's answer is easy. He must advertise, and advertise now, or as soon as his product is perfected.

WHAT'S IN A NAME

You can recall instantly names that stand for **Quality** in the commercial world—in most any business,—Jewelry, Pianos, Paper, Silverware, Automobiles, etc., etc.

Advertising Men and Printers have told us that they actually "landed" orders on the strength of their promise to have us make the necessary Engravings.

Couldn't YOU use Engravings of the Quality that gave us that reputation? No greater cost!

GATCHEL & MANNING

Photo-Engravers

Sixth and Chestnut Streets

PHILADELPHIA

Increasingly Popular

Hollenden patronage is on a steadily rising curve.

In its appointments, its facilities, and its ability to meet every requirement of changing ideas, The Hollenden constantly maintains its position as a thoroughly modern, first-class hotel.

European Plan With Bath

For One Person...\$2.00 to \$5.00

For Two Persons...\$3.50 to \$6.00

With Twin Beds...\$4.00 to \$6.00

Suites at various prices

The Hollenden
Cleveland

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 1707 & 1939.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor

NEW YORK, MARCH 7, 1918

New Brains False beliefs die
or hard. Every now
Real Brains? and then, even
in these days of
advancement and enlightenment,
some business man bobs up who
believes in the theory that it is
wise for an advertiser to change
his advertising agency frequently—
"so as to bring in new blood,
new ideas." Men with this point
of view are less frequent now
than in the old days when nice-
looking copy loomed so much
larger in the service an agency
rendered than it does to-day; but
the species is by no means extinct.

The general manager of a big
advertised business proudly
declared his allegiance to this theory
the other day in the course
of a conversation with an advertising
man (who is not connected
with any agency). The advertising
man listened quietly, and then

countered with a seemingly casual
inquiry as to the dividends
which the company is paying
now. The manager had to confess
that though his advertising
account had changed hands so
frequently that it had almost become
an agency game of drop
the handkerchief, the company
was paying no dividends at
present.

"Oh, indeed!" said the advertising
man, politely. And then,
still in the most casual fashion,
he mentioned the name of a big
mail-order house—one of the
largest in the country—which is
paying very satisfactory dividends.
Did Mr. G. M. happen to know
that the advertising account of
this house had been handled by
one agency for a quarter of a century?
Well, such was the case. One of the
biggest and most profitable of the
cracker manufacturing organizations
has stuck to one agency from the
beginning. So has a great firearms
manufacturer. So has a famous
canner of food products. So has
a great manufacturer of clothing.
So has a very well-known manufacturer
of cameras. Two of the most
profitably advertised tobaccos
have been handled by one agency
from the very beginning. This is
also true of a fuel manufacturer,
which is also the largest business
organization in the country. All
of these are paying dividends.

By this time the G. M. had his
hands in the air, but the advertising
man was pitiless. "If your theory
of new blood and new ideas holds
good," he observed, "why shouldn't
your company get a new man to fill
your own shoes, every two or three
years? One who could come to your
work with an open mind and a fresh
viewpoint? Why not get rid of the
president of the organization
occasionally, and have a new head
to direct the business along untried
lines? Your answer is, of course,
that your president and yourself
more than offset the possible new
ideas a stranger might bring in,
by your experience and knowledge
of the business. Well,

why isn't the experience and business knowledge which an agency gains in the course of years of value to your house?

"I am not saying, of course, that there are not times when a change of agency is wise and justified. But simply because an agent has been working with you long enough to learn your business problems thoroughly is no particular reason for getting rid of him automatically and putting a green hand at the wheel. Think it over!"

Advertising the Cure For Dealer Apathy

The war has caused such a widespread dislocation of established customs that people are giving up old habits and are forming new ones. This is a fact that is full of significance to advertisers. In many ways the status quo ante bellum, to use the language of diplomacy, no longer exists. Hence in many cases sales methods based on the status of affairs that obtained before the war are not suited to present conditions. For example, many manufacturers are complaining that it has become more difficult to get the whole-hearted co-operation of retailers. Dealers, they say, are less disposed to toady to any one manufacturer.

It is not hard to understand why this is true. Many retail merchants have broadened their lines, and have less time to devote to any particular item. Besides, in numerous instances they have been unable to get all the merchandise they need from their usual source of supply and thus have been forced to buy from a greater number of manufacturers. Naturally the co-operation they are giving the single manufacturer cannot under these circumstances be as earnest as though they were handling his goods exclusively.

However, the upsetting of established practices is not as serious as at first blush it may seem. After all it is not hard, as many companies are finding, to readjust their methods to suit the changed

conditions. Often all that is needed is a little better understanding of fundamental principles. That article by "A Department Store Executive," which appeared in *PRINTERS' INK* three weeks ago, illustrates this. This man said that in using the cuts of many manufacturers, he prefers the brand names not to be shown. A good many concerns are likely to resent this attitude. They feel that their trade-marks are not an infection that has to be purged before the cuts are fit for use.

Still this executive has experience on his side. He is but giving voice to a long-recognized principle of gaining the dealer's co-operation. This old rule is that to be successful in giving help to the retailer you must appear to be helping him more than you are helping yourself. Your name and your interests must be subordinated to his. It has always been difficult to get dealers to use cuts that too conspicuously feature the maker's name. Since the retailer is paying for the space, he rightly wishes his own name in the lead. Above all, retailers object to advertising brand names that mean nothing to the consumer. As Hart Schaffner & Marx say:

"The only object any merchant can have for ever using the name of a manufacturer is that it is worth something to him to use it. Unless it is, we don't see how any manufacturer could expect his name to appear in a dealer's ad.

"The worth of a manufacturer's name to a dealer depends upon the extent and nature of the public knowledge concerning it."

Right here we find an explanation of the present supposed indifference of retailers. Temporarily they are picking up goods from concerns whose brands mean nothing to them or to the trade they serve. If these manufacturers do not think enough of their brands to popularize them, how can they expect retailers to do it for them? These manufacturers find it so easy to sell their goods that they think it is

unnecessary to advertise. The point is that they should not advertise to sell, but rather to invest their unknown brands with a significance that will mean something both to the dealer and to the consumer. This investment will come in mighty handy when competitive conditions are restored to normal.

"Mr. Public, Meet Mr. Big Business" Is the day fast approaching when every great corporation will see the wisdom of maintaining an advertising organization of some sort in order to set itself right in the eyes of the public quickly and efficaciously when it is subjected to unfair attack?

It would almost seem so. PRINTERS' INK recently commented on the quick and indignant denial made by the New York banks to the charge that some of their number had encouraged railroad inefficiency of operation in order to discredit Government control. On the heels of this incident comes another striking illustration of the same thing.

The big financial interests which were behind the shipbuilding activities at Hog Island included men who had never, apparently, been especially interested in openly seeking the public's good will for their enterprise. In fact, presumably for military reasons, the facts about the great shipbuilding yards under construction there had been closely guarded from the public.

When, a few weeks ago, a storm of criticism broke over their heads, these men very quickly saw the light and changed their tactics. The plant was promptly thrown open for inspection to insure the fullest and freest satisfaction of the public's interest. Newspapers were invited to send their representatives and publish the results of what they saw. They did so; and the breezes of angry disapproval quickly subsided into zephyrs of praise for the really colossal results which had been achieved in a short time. Just how big these results have been,

the public will know better than ever when the new motion picture film taken by the officers of the Signal Corps during several months at Hog Island and released through the co-operation of motion picture interests and the Committee on Public Information, has been seen in thousands of theatres by a few million of Us, the People.

Newspaper reporters on inspection duty, and motion pictures, are all very well; but there are other and more important battalions available in the campaign to win the public's approval. The great corporations of this country must realize that it is infinitely better to tell your own story in your own advertising space, bought and paid for, than to let an outsider tell it, pictorially or in words, from a superficial, hasty survey of what you have achieved. The development of paid advertising is sure to come, as the heads of these big businesses give more thought and study to the newly-found problem of cultivating public good will. The important thing is for us to realize that the old idea of going ahead regardless of what anybody thought of you, has passed away forever.

Eddy With Oxxweld Acetylene Company

Earl D. Eddy has been appointed sales manager of the Oxxweld Acetylene Company, in charge of the organization operating out of the Chicago factory. Mr. Eddy was formerly sales manager of the Coast Products Company, St. Louis, and more recently was sales manager of the Calumet Tea & Coffee Co., Chicago.

Change in Richmond Agency

John J. Barreto, formerly with the Curtis Publishing Company, at Philadelphia, has become a partner in the Cecil Advertising Company, of Richmond, Va. In the future this agency will be known as Cecil, Barreto & Cecil, Inc.

Sweet-Orr Account to Street & Finney

Sweet-Orr & Co., New York, have placed their advertising account with Street & Finney, Inc., New York.

INVESTING

To advise you intelligently how to invest from ten thousand to a million dollars in advertising—with profitable results—requires successful experience such as ours.

Wm. H. Rankin Company
Formerly Mahin Advertising Company

William H. Rankin, President
Wilbur D. Nesbit, 1st Vice-President
Robt. E. Rinehart, 2nd Vice-President
H. A. Groth, Secretary-Treasurer

104 So. Michigan Ave. Chicago.
25 East 26 Street, New York.

Factory Manager- WANTED

In twenty-five years we had only two managers in our factory. Both grew up in our organization. Our last manager passed away suddenly and his former assistant is doing Government work. In this emergency it is necessary to go outside of our organization to get the right man.

In our factory we manufacture toilet preparations, pharmaceuticals and candies, grind cocoa and chocolate, clean and pack our teas, roast and pack our coffees, and do some laboratory work.

The right man must understand up-to-date production methods. He should be resourceful, have initiative and executive ability, and have the qualifications necessary to undertake complete management and the purchase of certain raw materials of this branch of our business. It is not necessary that he be experienced in the manufacture of the identical products we turn out.

If you are such a man and your past record and personal ambitions have demonstrated your progressive spirit, apply by letter giving your full record of previous occupation and names of previous employers to P. S. S., Private Offices, B. H. MACY & CO., 34th St. & 6th Ave., N. Y. City.

VENUS PENCILS

AFTER you try them once
you'll use *only* VENUS
Pencils. They're perfect!

17 black degrees. Try VENUS 3B
if you like a medium soft degree.

FREE!



American Lead Pencil Co.
208 Fifth Avenue, New York
and Clapton, London, Eng.

Trial box with five VENUS
Drawing Pencils
and VENUS
Eraser sent free!
Please enclose 6
cents in
stamps
for post-
age and
pack-
ing.



A Salesman's First Primer

WHAT is Salesmanship? The art of selling your product without asking the dealer to buy.

What is an order? An order is that which distinguishes a buyer as a wise man or a boob (in your estimation).

What is a promise? A legal tender assurance that should never be paid by a counterfeit fulfillment.

What is considered a good day's business? A good day's work.

Is it proper for a salesman to work on Saturday? No, not if on a five-day per week pay basis.

What is the difference between an expense account and a "Swindle Sheet"? You keep making the former out and the latter outs you for keeps.

What is meant by a Star Salesman? A Star Salesman is a regular ordinary human being who works for orders instead of wishing for them.

What is a hard competitor? Another ordinary human being with whom you have an even break unless he beats you to it.

What does a dealer mean when he says he'll "buy when a demand is created"? It means you'll leave town orderless if you let him get away with it. This excuse originated 1200 B. C. and has been worked ever since.

What is a "Bum Town"? A "Bum Town" is the town that got your goat last trip and still has the Indian Sign on you.

What is the explanation of the phrase "I didn't land him"? Fishing for an order equipped with a short pole of preparation; a knotted line of argument and not enough "show-me" bait.

What is a Knocker? One who advertises your product without pay from your house.

What is a "Milk Route" Saving postage for the sure-thing buyers and passing up the tough birds.

What is a "call-down"? A mild or strong rebuke administered to

the right man for his own good but always considered undeserved by the "know-it-all."

What is a "Wise Guy"? Has many meanings. Usually refers to the fellow who could do it better "if he were Boss." He is letter perfect on past history of the game, but asleep to the opportunities of to-day.

What are the six most essential qualifications for a successful salesman? Knowledge, Enthusiasm, Confidence, and Work, Work, Work.

A. Jos. N.

Advertises Its New Pension System

Keeping reliable employees, always important in business, is becoming of paramount importance as the labor market is depleted. Competition for workers is bound to be increasingly keen; when peace comes and the ban is lifted from many of the industries that are now restricted, the strife for men may become even more intense than it is under the urgency of war. The manufacturer who can hold the men trained in his plant and add new employees who will "stick" has a real advantage over his less fortunate competitor.

It is with the end in view, apparently, of building up a stable working force that the Canadian Consolidated Rubber Company, Limited, of Montreal, has been taking generous space in newspapers to give the details of its pension system. No appeal is made for more workers, but the purpose underlying the advertisement may be accomplished more successfully, perhaps, by redirection.

Reubel Leaves Agency for Banks

Daniel A. Reubel, who until last week was vice-president of the Fisher-Reubel-Brown Agency, St. Louis, became advertising manager of the St. Louis Union Trust Company and the St. Louis Union Bank on March 1. Mr. Reubel has been in the St. Louis agency field for six years. He was president of the Reubel-Brown Agency before its consolidation with the Fisher-Stein-Struggles Agency, under the title above.

Canadian Agent for Library Bureau

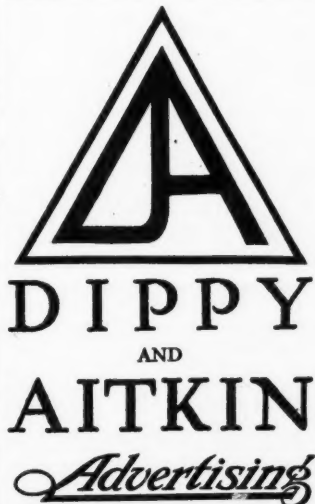
The McConnell & Fergusson Advertising Agency, Toronto, has secured the account of the Lowe Martin Company, Limited, Ottawa, distributor in Canada for library bureau equipment and systems.

Instead of a Circular—

inclose a small House Organ, when you send out your statements at the end of the month. The David Gibson Company has perfected a new type of House Organ which is small enough to slip into an ordinary business envelope; and light enough to go as an enclosure under first class postage rates, without extra charge.

Write for a copy of "Reducing the Selling Cost" which explains the Gibson House Organ plan in detail.

THE DAVID GIBSON COMPANY
812 Huron Road - Cleveland, Ohio



A compact, efficient organization rendering an intelligent personal service

HEED BLDG., 1215 FILBERT ST.
PHILADELPHIA

The Little Schoolmaster's Classroom

SOMEHOW the Schoolmaster had always entertained a poor opinion of the short, comic moving-picture as an advertising device, though he thoroughly believed in the short reel of the educational type and knew of many instances where pictures of this class were successfully circulated by manufacturers through their dealers.

Recently he had a chance to see an assortment of these little comic movies as they were shown to members of the Portland Cement Association at the annual meeting held in New York, and he now has to admit that the right kind of a comic goes big, even with very sedate business men.

* * *

The first reel exhibited was one illustrating the value of a concrete feeding floor, and intended, of course, for the use of building-material dealers in farming districts. The scene opened with a lank-looking hog making his way through a yard of soft mud. An ear of corn is thrown over the fence into the yard, hits the mud, makes a splash and disappears just as Mr. Hog turns his attention to the spot. Another and still another ear go the same way, and Mr. Hog turns his grieved countenance to the audience. A magic hand then appears and quickly constructs a feeding floor that could not be cleaner if it had been built in Frazer's Spotless Town. The next turn of the picture shows the hog on the clean floor in a state of expectancy. An ear of corn falls before him and he strips it clean. Several others meet the same fate, and the hog is seen to swell up. Of course the story is somewhat exaggerated, but it is the sort of exaggeration that we expect and like on the stage. It has sense to it, as well as fun, and the little reel closes with concrete letters that fly around and arrange themselves into a message from the local dealer to the effect that

he can supply cement for all improvements that the reader has in mind.

* * *

Then there was another comic reel shown that struck a new note. The scene opened with one of these "hit-the-target-and-see-the-weight-go-up" games that you see at country fairs and seaside resorts. Two tools for hitting were shown—one a light-weight hammer marked "Small Appropriation," and the other a man-size maul marked "Competitors' Appropriation." Small Appropriation comes up first, and though the young man wielding this tack-hammer pounds vigorously, the weight goes up only a short way, and he turns away discouraged with one cheap cigar. Competition comes up and, with several Jess Willard blows, almost knocks the bell off the top of the post. He walks off gleefully with various prizes marked "Big Contract" and other suggestive wording. However, the first contestant returns with a sledge marked "Proper Appropriation," and this time he pounds the target savagely with results. The manager of the apparatus hands him out prizes galore, and he walks off happy.

The manufacturers present seemed to enjoy the pictures hugely, and it is hardly to be doubted that the homely contrast between a measly appropriation and a proper appropriation for a given purpose was made more clear by the little comic movie than it could have been by any statistics, especially at a convention. Of course there were plenty of statistics, too, but the picture was like the illustration of an advertisement—it showed the situation vividly at a glance.

* * *

The manufacturers of the Indian motorcycle require all their service stations to carry the address "Indian Service Station" in the local telephone directory,

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago
The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

MAKE YOUR ADVERTISING SPEAK

WE ARE FULLY EQUIPPED TO HANDLE

CATALOGS, BOOKLETS, HOUSE ORGANS, MAGAZINES and other good-class Printing with our Additional New Plant and Greatly Increased Facilities.
[Prompt Deliveries and a "Service that Serves"]

THE WANDER PRESS, INC.

114-116 EAST THIRTEENTH STREET, NEW YORK CITY
at Fourth Avenue
Telephone Stuyvesant 3314

ARGENTINE REPUBLIC

EIGHT million inhabitants. Non-manufacturers—importers of the best of everything—in quantities.

The value of the local advertising mediums naturally is best known by those long experienced in dealings with them.



J. ROLAND KAY CO.

America's Pioneer Foreign Advertising Agency.

Conway Building, Chicago, U. S. A.

Associate House: John Hadden & Co. (Est. 1814), London.

and at Buenos Aires, Sydney, Tokyo and Cape Town.

If it's Advertising TALK WITH Heegstra

H. Walton HEEGSTRA Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers got in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 82,000—98% paid-in-advance subscription—100% mail subscription—no newstand sales—no subscription solicitors—non-returnable. \$500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.

Member Audit Bureau of Circulations

Trademarks Headquarters

MASON, FENWICK &
LAWRENCE

TRADEMARK LAWYERS

Washington New York Chicago

Established 1861

Booklet Gratis

Some of the largest advertising agents,
lithographers and manufacturers
use our expert service

J.M.CAMPBELL

Preparation of copy for
Advertisers. Compilation of data
on which to base permanent
advertising policies.

171 MADISON AVE., NEW YORK
Telephone Murray Hill 4394



PETERSON
& DEAN

GRANDRAPIDS, MICH
ADVERTISING



so when a rider reaches a town where he is unacquainted and wants service he does not have to hunt up Sherlock Holmes to find whether the local agent is named Smith, Jones, or Brown; he just looks under I for "Indian." Simple idea, but it's the simple idea that often measures the difference between fairly good and very good business methods.

* * *

You may be harboring in your mind an idea that Mr. Wilson, our President, coined that electric phrase "pitiless publicity." Well, then, reading from Emerson, the Schoolmaster ran across this illuminating sentence:

"As gaslight is found to be the best nocturnal police, so the universe protects itself by pitiless publicity."

Incidentally, our Prussian competitors are getting a pretty good dose of the Sage of Concord's antidote.

* * *

Recently the Schoolmaster told about some of the bright young people around him who figured it out by the simple process of putting themselves in the other fellow's place that return stamps for envelopes and postcards expected to be mailed back from other countries should bear postage of the other particular realm.

The Schoolmaster isn't a very good reporter. He "muffed" half the story. It now appears that there are other kinks to this foreign posting matter that by a little clear forethought can be smoothed out. There has been common complaint for years that letters sent to other countries have not always the requisite postage for transmission to this or that particular land. Thereupon it becomes necessary for the recipient to pony up, not merely the balance of the deficiency, but twice the sum.

Various remedies for this have been tried out in this office, such as marking an excess postage letter with a large cross, etc., but nevertheless mistakes of the nature mentioned continued. Boys will overlook this technicality.

Wanted Sales Manager



One of the oldest and greatest American manufacturers wants a man of unquestioned ability to direct its sale of advertised hardware specialties.

He must be less than 40, and must have already demonstrated first grade ability as a constructive selling executive in handling a national organization.

The salary and opportunity are sufficient to interest just that sort of man.

State salary expected and enclose photo (which will be returned immediately).

All applications held strictly confidential.

"W. H.," Box 103, c/o Printers' Ink.

\$6,000 PLUS

**A Worker—Writer
Salesman—Executive
36 years—Married**

Who has had 15 years of thorough experience in advertising, publicity and salesmanship

Is in the market for a place in which he fits well and which well fits him.

He can write advertising, descriptive matter, booklets and follow-ups—knows printing and has originality.

He has sold advertising—both space and agency accounts—has been advertising manager—on both buying and selling sides—and has planned and carried through selling campaigns.

There is ample, written evidence of his ability, initiative, energy and other essential qualifications.

Only a real offer, with a permanent future, is desired

**"M. K." Box 106, care
Printers' Ink**



I am looking for a bright young man who can originate and write advertisements for the service department of a daily newspaper. A man who is enthusiastic, has initiative and ideas will have the opportunity of quick advancement. All communications will be treated confidentially. R. J. Box 105, care of PRINTERS' INK.



Finally a way was devised that has eliminated the trouble. Yellow Government envelopes imprinted with the five-cent stamp are purchased and distributed among the stenographers. Whenever a stenographer writes a foreign letter requiring five cents postage one of these yellow envelopes is addressed and attached to the letterhead, thus automatically assuring that the mail boy cannot leave off the necessary postage. Since this rule has been in force complaints have been nil.

* * *

When the Schoolmaster was holding down a small job in the old advertising agency of George P. Rowell, some thirty years ago, he recalls a curious experience with Pears' Soap. That account was then being handled in this country by Mr. Rowell, and the agency office boys would at times be guilty of sending letters to the Messrs. A. & F. Pears short of the proper postage. Invariably such letters would come back from England marked "Refused." It was evident that the Pears' people had been so annoyed with short-paid letters from the United States that they had put in force a general rule to return all such mail to the sender, even though it came from their American advertising agent. The envelope might contain ever so important a communication—perhaps a bill for advertising to date—but the Messrs. Pears didn't worry about that, but fired the offending communication back to the sender unopened.

* * *

The advertising-agency man was proposing that a new line of copy be placed in a group of mediums not then being used. The extra expenditure was considerable.

Taking part in the conference was a minor executive of the "In-the-final-analysis you've-got-to-come-down-to-brass-tacks" type. He was restless for his turn to talk. "You've got to show me," he declared, "prove that it will pay. I don't like this kissing money good-bye on the vague idea that somehow and some time it will come back."

The agency representative's reply was an odd one: "Don't ask me to prove that it will pay. I believe it, and that's as far as I can go. We know about what class of people read these publications and what the circulation is, and you know the kind of message we can put before them. If you haven't faith that that contact will prove to be a good investment, my best advice is to save your money."

Why is it that there is so often a reluctance to advertise merely on faith? When the day's transactions are summed up, it will be found that a large proportion of them are founded on faith. There is a lot of talk about the salesman being the man who "brings home the bacon," but in an established business where orders come in steadily, who knows how much of the business would be received even if the salesman were not making his rounds? Many salesmen are employed just on faith that their services are worth what they cost. The thing can't be proved, or, at any rate, it isn't. We eat, drink, sleep, buy, sell, bank and borrow on faith. There is nothing exceptional in doing some advertising on faith.

Providence Printer Has New Department

The Edward S. Jones Sons Company, printer of Providence, R. I., has opened an advertising service department in the business district of the city. William Larchar, formerly associated with Danielson & Son, of Providence, has been placed in charge of the new department.

BOOKLETS

That you can feel a just pride in circulating

SERVICE that is a reality
Want a chance to prove it?

CHARLES FRANCIS
PRESS

461 Eighth Ave., New York

CATALOGS

A prominent advertising agency desires to secure young men for its Investigation and Research Department.

Work will consist of interviewing wholesalers, retailers and consumers. All parts of the country are covered.

In application state age and salary desired. Men with education above that received in high school preferred. "L.R." Box 104, care of Printers' Ink.



EDEXCO MAP PINS
Glass Head
Color Will Not Peel or Scratch Off
Solid glass heads. Steel points. Stay where you put them. 2 sizes—10 colors. Color runs all the way through.

Maps For Sales Plans
Entire U. S. or separate states. Convent sizes.

Plotting Papers for Charts
To show sales, costs, profits and other vital statistics.
Send 30c, stamps or coin for *Big Sample Package* containing Map Pins and other Map marking devices, sample EDEXCO Map Mount, Charting Papers, Curve Cards, and our booklet for Executives, "Graphic Presentation of Facts".

Our map pins—easel size
Booklet alone sent free if desired.

EDUCATIONAL EXHIBITION CO.
324 Custom House St., Providence, R. I.

MARTINI
PRINTING CRAFTS BUILDING
461 EIGHTH AVENUE, NEW YORK
**BOOKLETS
LAYOUTS**
STOCK : PLATES : PRINTING

LEPAGE'S
CHINA
CEMENT
STANDS HOT AND COLD WATER

Classified Advertisements

HELP WANTED

POSITIONS OPEN FOR EXPERIENCED EDITORS ON EDITORIAL STAFF "WORLD OUTLOOK." Address W. G. Parker, 150 Fifth Avenue, New York.

EDITOR

For technical journal devoted to sugar production. State age, experience in detail and qualifications in first letter. Address Box 844, care Printers' Ink.

EDITOR

Of mechanical trade paper. State age, experience and salary. Address Box 845, care Printers' Ink.

Wanted: A male stenographer who speaks and writes French, to act as private secretary to banker. Must be single and of good appearance. College man preferred. Address Box 837, care Printers' Ink.

PUBLISHER'S REPRESENTATIVE Prominent Middle West trade publication desires Eastern representative. Leader in its field. Outline experience and qualifications. Box 851, care of Printers' Ink.

MANAGER—For mechanical trade paper in New York. Full particulars must be given in first letter including age, experience in detail, etc. Good opportunity but only experienced men having proven record of results considered. Address Box 843, care Printers' Ink.

COPY MAN WANTED who has experience in handling technical and mechanical accounts, by an Eastern agency. Should have some selling ability. Excellent opportunity for right man. State fully in confidence your experience and all details regarding yourself. Box 840, care Printers' Ink.

FOREIGN REPRESENTATIVE

Daily newspaper in territory with half a million population, wants exclusive direct representation in foreign advertising field. Representative will operate from New York. Must know business thoroughly, and be convincing talker. Address with references, including last connection, H. W. Hurlburt, 25 West 42nd St., New York City.

WANTED

An Assistant to the Manager of our
SALES DEPARTMENT

Must have some knowledge of mail order work. An unusual opportunity for the right man. Apply by letter.

Hanley & Kinsella Coffee & Spice Co.
715 Spruce St., St. Louis, Mo.

WANTED

a GOOD advertising salesman, preferably experienced on agricultural periodical. Chance for advancing managership but must start low. Box 832, care Printers' Ink.

Advertising Agency (New York) requires experienced Order and Forwarding Clerk (female). State experience in detail, references, salary expected. Permanent. Box 836, Printers' Ink.

Wanted:—Two high grade salesmen. Only producers need apply. We want men who can deliver the goods. Those with experience in Southern territory preferred. Good opportunity to right men. Address, Sales Manager, Blosser-Williams Co., 63 North Pryor Street, Atlanta, Ga.

Publishing house has opening for an industrious women's fashion, decorative and letter artist, must be able to handle layouts and know something about copy writing. Submit samples of recent work with written application stating salary desired—Don't call until advised. THE ALLEN-NUGENT CO., 1182 Broadway, New York.

WANTED: A high-grade printing salesman to represent THE ROY CROFTERS in New York, Chicago, Boston, Philadelphia, Cleveland, Cincinnati, and St. Louis.

We are looking for the right man to represent us in each of the above territories.

Address, The Roycrofters, East Aurora, N. Y., for full particulars.

Opportunity

For live-wire correspondent and promotion man in large New York Publishing House. Young man (draft exempt) experienced in promoting agents by mail preferred. Let your letter of application show originality of presentation plus good salesmanship. State age, experience and salary wanted. Address Box 856, care Printers' Ink.

MISCELLANEOUS

FOR SALE

The oldest newspaper and job printing office in Westchester County, New York. Located at the County seat; established 1845; modern plant. Low price for quick sale. Owner's interest in War affairs prompts sale. Address The Eastern State Journal, White Plains, N. Y.

When you think of Hardware Dealers think of the Hardware Dealers' Magazine. The Open Door to the Hardware Stores of the World. Write for sample. 353 Broadway, New York City.

ADDRESSING MACHINE

For latest model Elliott, motor driven, all attachments, practically new, 1642 Woolworth Building, N. Y. Telephone Barclay 7448.

Ph. Morton

OCEAN TO OCEAN CINCINNATI

FOR SALE—Completely equipped Print & Plant, Cylinder Presses; one 44 x 62; one 41 x 62; one 41 x 52; one 28 x 42; 5 Colt's Armory job presses; monotype with full equipment; Brown Togo catalogue folder; Cleveland folder; 50-inch Seybold cutter; Miller universal saw trimmer; two wire stickers; perforator, punch and complete composing room equipment. Located in building built specially for the plant. Will sell plant and building or plant alone and rent building. Reasonable terms. Jacob P. Lechner, South Bend, Indiana.

POSITIONS WANTED

ART MANAGER—Experienced in designing; layouts; labels; ads, booklets and catalogues; thoroughly familiar with printing; inventive and resourceful. S. J. P., P. O. Box 611, N. Y.

First-Class Copywriter

Agency and publishing experience. Layout and art ability. Knows printing, engraving, etc. Box 842, P. I.

Advertising Salesman desires position with trade journal or other publication. Employed ten years with present concern. Age 30; unmarried; draft class III; appearance good; references. Box 852.

EXECUTIVE

Capable executive, at present employed, desires to connect with good concern as executive or assistant to manager; 26 years; married (exempt); thoroughly experienced in layout, estimating and general executive work in large concern. Box 853, care of Printers' Ink.

This Man Can Get Business For You

Sales and Advertising Manager, with a splendid record of results in selling by mail, wishes to connect up with a house that needs a man to fill a responsible and creative position. I organized the Advertising Department for the house I am with at present, with gratifying results, but have reached the limit of my opportunities here and am seeking a wider field. Am versed in modern efficiency methods of business in general and have the capacity to assume management responsibilities as fast as they are thrust upon me. Write for particulars. Box 846.

ADVERTISING AND SALES

Live young executive with engineering training and business experience; able to analyze problems and bring results. Box 835, care Printers' Ink.

YOUNG MAN, studied advertising at Columbia University, two years agency experience, can write copy, wants position with agency or national advertiser. Would be good assistant to advertising manager. Box 849, care Printers' Ink.

Capable business woman with advertising agency experience, both foreign and domestic, ability as secretary and knowledge of Spanish, desires responsible and permanent position. Best references. Address Box 839, care Printers' Ink.

Advertising Solicitor of wide, successful experience, extensive acquaintance throughout Eastern territory, seeks opening where first-class services are needed; general or class publication; letters confidential. Box 848, care Printers' Ink.

Young advertising man, agency experience, handled part of two of largest accounts in U. S., university graduate, copy and newspaper writer, now publicity director for 10 million dollar motor car concern, 27, draft exempt, no theorist, wants agency or automobile connection. Box 838, Printers' Ink.

SALESMAN

Now employed, possessing creative ability with successful record with reputable concern, seeks immediate connection. Experience covers broad field, assuring success with any proposition undertaken. Local and travelling experience. Highest credentials, college education, single, draft exempt. Address Printers' Ink, Box No. 847.

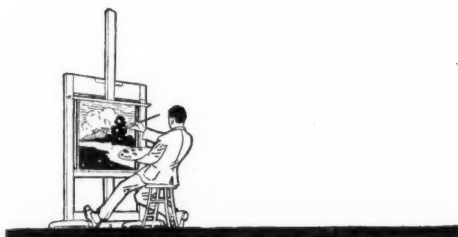
Understands Farming

Open for position in Sales or Advertising Department of manufacturer, advertising agency or publisher where thorough understanding of farming and farm problems is essential. Born and raised on a farm. Graduate of Agricultural College. Several years farm manager. Six years in sales department of large manufacturer of farm supplies—during last four years Local Manager of branch sales office. During past year operating my mother's 600-acre farm, which is to be sold. Can get results from men and win their loyalty. Have initiative and originality. Writing ability. Knowledge of advertising. Can inspire enthusiasm. Age 30. Married. Draft classification 4-A. Box 841, care Printers' Ink.

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"A picture is worth
more than a mill-
ion words *if the
picture is right*"
Our business is to
make the picture
right ~ ~ ~ ~ ~

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

In these war-time days "efficiency" is a slogan constantly in one's ears. The Chicago Tribune is prepared not only to state but absolutely to prove that efficiency in advertising reaches its climax in the use of The Chicago Tribune to cover the Chicago territory. There is a phrase which speaks of "covering the territory like a blanket." This expression is hackneyed and overworked, yet what could more aptly describe this situation?

In Chicago and suburbs—3 out of every 5 families read The Chicago Tribune.

Within 100 miles of Chicago—1 out of every 2 families reads The Chicago Tribune.

Within 200 miles of Chicago—1 out of every 4 families reads The Chicago Tribune.

Within 300 miles of Chicago—1 out of every 5 families reads The Chicago Tribune.

In many of the more desirable residential districts in and near Chicago, The Chicago Tribune has a distribution practically 100 per cent. Consider, then, that this tremendous circulation is backed up by an editorial strength which won the title of "The World's Greatest Newspaper" when the circulation was half what it is today, and backed up further by **a merchandising service which insures distribution and thorough dealer co-operation.**